الإمـــــارات
THE EMIRATES

Logo Usage **Guidelines**

The Emirates Brand Office

Welcome to The Emirates Brand

These brand guidelines have been created to take you through the mindset behind The Emirates Brand, and outline the usage of its elements.

This guide will help you create bold, dynamic, clear and consistent brand communications.

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1.0

Brandmark Assets

The Emirates Brand logo consists of two main elements; the 7 lines and a bilingual wordmark. The vertical lockup will be primarily used across all collateral and communications.

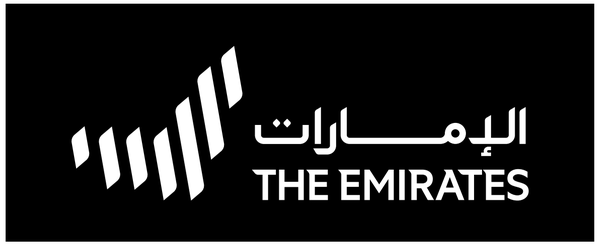
Do not alter this lockup or the forms of our logo.

Single Colour Brandmark

Secondary Brandmark

When the primary vertical lockup can not be used due to space restrictions, the secondary horizontal lockup should be used instead.

Do not alter this lockup or the forms of our logo.



Clear Space and Minimum Size - Full Colour and Single Colour

Primary vertical logo

Clear space

Minimum Size

Print
14 mm
in height

Print
14 mm
in height

Digital
50 pixels
in height

Digital
50 pixels
in height

Secondary horizontal logo

Clear space

Minimum Size

Print
7 mm
in height

Print
7 mm
in height

Digital
25 pixels
in height

Digital
25 pixels
in height

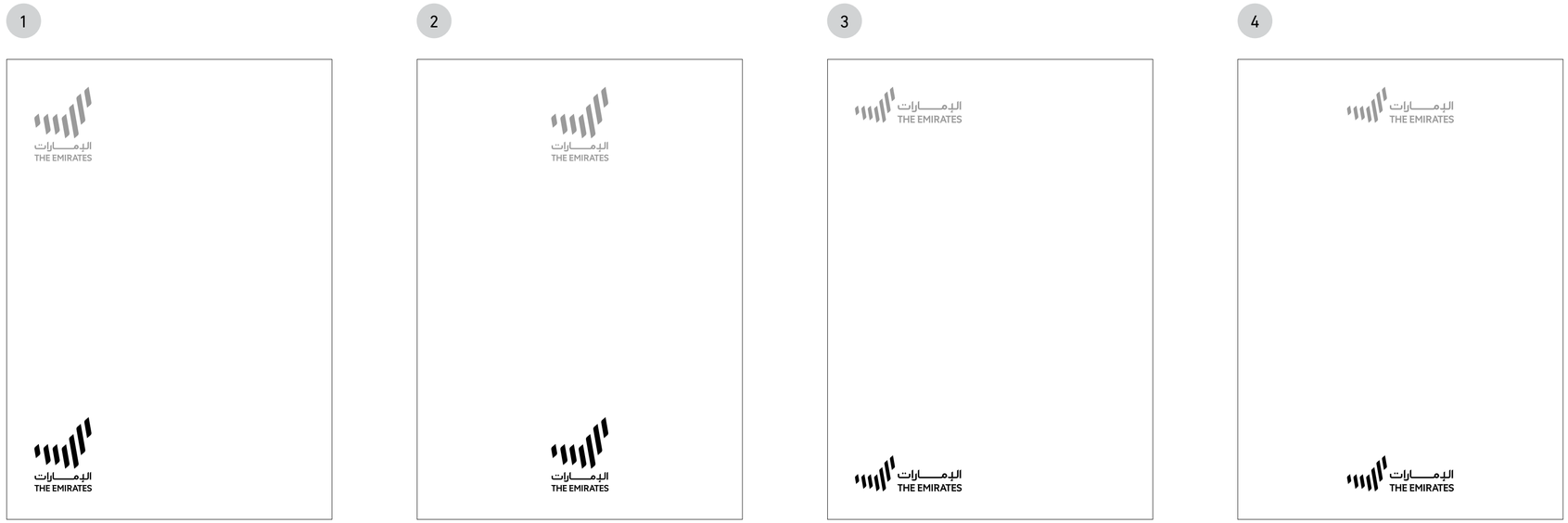
Positioning

The Emirates Brand primary logo can be positioned at the top and bottom left corners of a format (diagram 1).

On a few applications where the logo is debossed, engraved, etc. the primary logo may be positioned top or bottom centred (diagram 2). These are rare cases and exceptions and should not be applied when creating a printed layout.

The Emirates Brand secondary logo is also positioned in the top and bottom left corners of a format (diagram 3).

On a few applications where the logo is debossed, engraved, etc. the secondary logo may be positioned top or bottom centred (diagram 4). These are rare cases and exceptions and should not be applied when creating a printed layout.



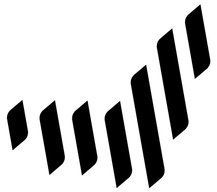
Symbol

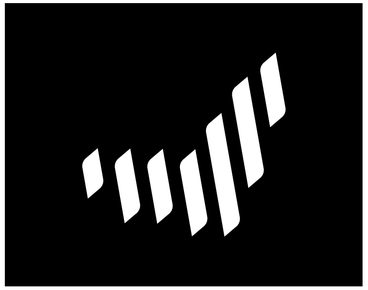
The symbol consists of 7 lines, shaping the map of the Emirates with the flag colours, representing the future-focused leaders of the seven Emirates united towards the country's growth.

Each line is recreated as a traditional calligraphic stroke, and its shape, spacing and rotation can't be altered.

Use only the symbol in specific situations, for instance when debossing on small applications or as the avatar and profile picture on digital platforms.

Single Colour Brandmark





Logo on Image and Video Usage

For use over photography, the single colour logo, white and black versions, are allowed. These must be chosen wisely to achieve the highest amount of contrast possible.

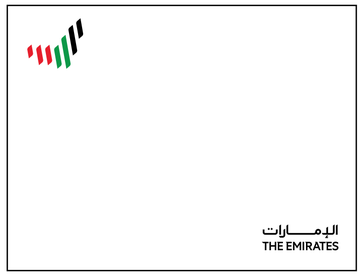
Misuses

The full colour logo cannot be used on top of images or videos as shown below.

Some examples of what not to do with the Emirates Brand primary and secondary logos to ensure the credibility and legibility of the brand.

Do not skew the logo in any direction

Do not change the spacing between the symbol and the wordmark

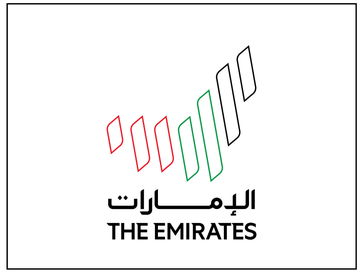


Do not separate the symbol and wordmark

Do not add a gradient to the logo

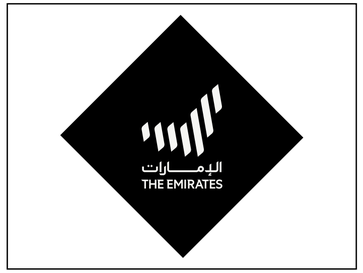
Do not add a drop shadow to the logo

Do not compromise the safety space (margins) around the logo



Do not use outline of the brandmark

Do not stretch the brandmark



Do not use the brandmark in a shape

Do not invert the symbol and wordmark placement vertically

Do not invert the symbol and wordmark placement horizontally

Do not change the logo's wordmark – the Arabic wordmark should always be placed above the Latin

Prohibited Applications

This page covers examples of forbidden items for the Emirates Brand identity or any of its supporting graphic elements to be placed, printed, produced or associated with. This is not a complete nor extensive list but is to be used as an initial checklist guide.

For further queries or approvals on placing the Emirates Brand identity onto objects, contact the Emirates Brand Office (refer to **Section 8.00**).

Transport vehicles
The Emirates Brand identity and its supporting brand elements are to be used with great care and respect.

Do not place the Emirates Brand identity or any of its supporting graphic elements onto any part of the vehicles below:

- Lorries and pick-up trucks
- Emergency and first responder vehicles
- Recreational vehicles such as camper vans, motorhomes and trailers
- Electric vehicles such as hybrid cars, golf buggies and segways
- All-terrain vehicles (Quad bikes)
- Garbage, sewage, construction or water trucks

Do not place the Emirates Brand identity or any of its supporting graphic elements inside the vehicle in areas such as:

- Car mats
- Dashboard covers
- Seat covers
- Window decals

Disposable items
Do not place the Emirates Brand identity or any of its supporting graphic elements onto disposal items that can be thrown away, crushed or soiled, such as:

- Plastic or paper bags, bottles, packaging, cups, plates etc.
- Tissues
- Food stuffs etc.

Undesirable items
Do not place the Emirates Brand identity or any of its supporting graphic elements onto undesirable items that may disrespect, hide, tarnish or raise questions against the brand, such as:

- Garbage bins
- Ash trays
- Cigarettes and packaging
- Coasters
- Cutlery
- Coat hangers
- Headphones
- Mouse pads
- Batteries
- Fire extinguishers
- Matches
- Lamps, lamp shades and bulbs
- Furniture
- Cushions, blankets, throws and rugs
- Industrial, agricultural and mechanical objects, equipment, apparatus and machinery
- Animal and livestock objects, equipment, apparatus and machinery etc.

Prohibited Applications

Sporting and recreational equipment
Do not place the Emirates Brand identity or any of its supporting graphic elements onto sporting and recreational equipment items that may disrespect, tarnish or soil the brand, such as:

- All types of balls used for sport
- Cricket bats, clubs or batons
- Boxing gloves
- Hockey and lacrosse sticks
- Kayak and canoe paddles
- Skateboards, snowboards and sandboards
- Billiards, snooker and pool cues
- Fishing rods
- Martial arts equipment such as knuckle dusters, clubs, coshes, rice flails, num chucks, kabatons, kubasaunts etc.
- Skis and snow blades
- Ski and walking/hiking poles
- Ropes and netting
- Roller skates, ice skates and rollerblades
- Sport shoes and socks
- Sweatbands, etc.

Inappropriate clothing apparel
Do not place the Emirates Brand identity or any of its supporting graphic elements onto clothing items that may disrespect, tarnish or raise questions against the brand, such as:

- The bottom edge of clothing apparel too close to the ground; where the Identity could be hidden, soiled or trod upon
- Shoes, sandals and flip-flops
- Sleeveless tops
- Bathing suits
- Ghotra and ogal
- Abaya and scarf

Should the Emirates Brand identity be required for national, regional or international events, this will be taken into consideration on a case-by-case basis, after applications and approvals have been submitted to the Emirates Brand Office (refer to **Section 8.00**).

Flooring
Do not place the Identity or any of its supporting graphic elements where they can be trod upon and soiled, such as:

- Tiles
- Carpets
- Mats (including vehicle interiors)
- Rugs etc.

Prohibited Applications

Dangerous items

Do not place the Emirates Brand identity or any of its supporting graphic elements onto dangerous items that may cause harm, disrespect, tarnish or raise questions against the brand, such as:

Guns, firearms and weapons

- Pistols, revolvers, rifles, shotguns, pellet guns, etc
- Replica and imitation firearms.
- Components of firearms (excluding telescopic sighting devices and sights)
- Toy guns of all types
- Cross bows
- Catapults
- Harpoon and spear guns
- Stun or shocking devices such as cattle prods, ballistic conducted energy weapons, etc.
- Lighters shaped like firearms etc.

Explosives and flammable substances

- Gas and gas containers (such as butane, propane, acetylene, oxygen)
- Fireworks, flares and other pyrotechnics (including party poppers)
- Matches
- Aerosol cans etc.

Potential harmful objects

- Axes and hatchets
- Arrows and darts
- Harpoon and spear guns
- Ice axes and ice picks
- Lockable or flick knives with blades of any length
- Knives, meat cleavers and machetes
- Sabres, swords, khanjars and swordsticks
- Scissors
- Ski and walking/hiking poles
- Tools that have the potential to be used as a pointed or edged weapon such as drills, drill bits, box cutters, utility knives, saws, screwdrivers, crowbars, hammers, pliers, wrenches, spanners, blow torches etc.

Prohibited Applications

This page covers examples of forbidden locations for the Emirates Brand identity or any of its supporting graphic elements to be placed, printed, produced or associated with.

This is not a complete or extensive list but is to be used as an initial checklist guide. For further events not mentioned here, or any further queries or approvals on placing the Emirates Brand onto specific locations, please do not hesitate to contact the Emirates Brand Office.

Do not place the Identity or any of its supporting graphic elements onto locations that may disrespect, tarnish or soil the Emirates Brand, such as:

- Within any of the events outlined in prohibited events (next column).
- Entrances, inside or within the vicinity of toilets or bathing facilities.
- Entrances, inside or within the vicinity of areas serving alcohol.
- Inside or within the vicinity of buildings or areas of industry, construction, mechanics and agriculture.
- Refuse, dumping or rubbish sites.
- Garbage or sewage vehicles and garbage bins etc.

Prohibited Events

The Emirates Brand identity is to be used with great care and respect. The use of the logo or any of its supporting graphic elements for the co-branding, partnership, endorsement, sponsorship, communication or promotion of any national and international event can only be granted with approvals by the Emirates Brand Office. This helps protect the integrity and reputation of the Emirates Brand.

Although careful consideration will be given to all event requests, permission will rarely be granted to events whose content, outcome or the performers involved can not be regulated or guaranteed to not disrespect the Emirates Brand values and integrity.

Such categories of events may include:

- Abstract performance art and dance (with possible exceptions given to ballet and traditional cultural performances)
- Dance festivals (with possible exceptions to ballet and traditional cultural performances)
- DJ sets
- Contemporary music concerts (including pop, dance, house, R&B, drum n bass, rock etc.)
- Extreme or highly dangerous sports
- Events where alcohol is sold

For any queries or approvals on using the Emirates Brand identity at events, please do not hesitate to contact the Emirates Brand Office (refer to **Section 8.00**).

2.0

Our Core Philosophy

Our Core Philosophy

Our core philosophy “Impossible is possible” is one of the ways in which we express our brand message to our stakeholders.

The core philosophy can be used in several ways on communications:

- **Locked Up to The Logo**
- **As a Headline**
- **Adapted for a Headline**
- **In Body Copy**
- **As a Slogan on Merchandise**

The core philosophy in Latin should always appear in **sentence case**. The Latin core philosophy line only appears in upper-case when locked up with the logo as demonstrated in the following pages.

لا شيء مستحيل

Impossible is possible

Using Our Core Philosophy Locked Up to the Logo

The line “Impossible is possible” may be used, locked up to the logo. When used with the logo, our core philosophy always appears in upper-case and should always be to the right of the brandmark, separated by a dividing line.

Our core philosophy should never be used in another position when locked up to the logo, e.g. at the bottom, top or left.

The line may be used in Latin, Arabic or bilingual as shown.

This ‘locked up’ configuration may be used on:

- The Emirates Brand Office’s own communications
- On co-branded communications

But it should never be used when:

- Endorsing another brand on its communications. In this case, we leave it up to the endorsed brand to convey its own messages.

You will find an example of each on the pages that follow.

Vertical Lockup

Bilingual

الإمـــــارات
THE EMIRATES
لا شيء
مستحيل
IMPOSSIBLE
IS POSSIBLE

Latin

الإمـــــارات
THE EMIRATES
IMPOSSIBLE
IS POSSIBLE

Arabic

الإمـــــارات
THE EMIRATES
لا شيء
مستحيل

Horizontal Lockup

Bilingual

الإمـــــارات
THE EMIRATES
لا شيء مستحيل
IMPOSSIBLE IS POSSIBLE

Latin

الإمـــــارات
THE EMIRATES
IMPOSSIBLE
IS POSSIBLE

Arabic

الإمـــــارات
THE EMIRATES
لا شيء
مستحيل

Core Philosophy Lockup with Logo Clear Space and Minimum Size - Bilingual Full Colour and Single Colour

Primary vertical logo

Clear space

Minimum Size

Print
14 mm
in height

Print
14 mm
in height

Digital
50 pixels
in height

Digital
50 pixels
in height

Secondary horizontal logo

Clear space

Minimum Size

Print
7 mm in height

Print
7 mm in height

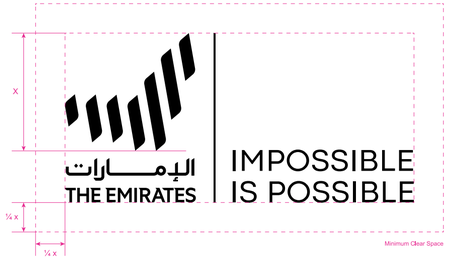
Digital
25 pixels in height

Digital
25 pixels in height

Core Philosophy Lockup with Logo Clear Space and Minimum Size - Latin Full Colour and Single Colour

Primary vertical logo

Clear space



Minimum Size

Print
14 mm
in height

Print
14 mm
in height

Digital
50 pixels
in height

Digital
50 pixels
in height

Secondary horizontal logo

Clear space

Minimum Size

Print
7 mm in height

Print
7 mm in height

Digital
25 pixels in height

Digital
25 pixels in height

Core Philosophy Lockup with Logo Clear Space and Minimum Size - Arabic Full Colour and Single Colour

Primary vertical logo

Clear space

Minimum Size

Print
14 mm
in height

Print
14 mm
in height

Digital
50 pixels
in height

Digital
50 pixels
in height

Secondary horizontal logo

Clear space

Minimum Size

Print
7 mm in height

Print
7 mm in height

Digital
25 pixels in height

Digital
25 pixels in height

Using Our Core Philosophy as a Headline

The line “Impossible is possible” can be used, as is, in our own communication as a headline, supported by body copy that explains what it means. When used as a headline, our core philosophy line appears in sentence case.

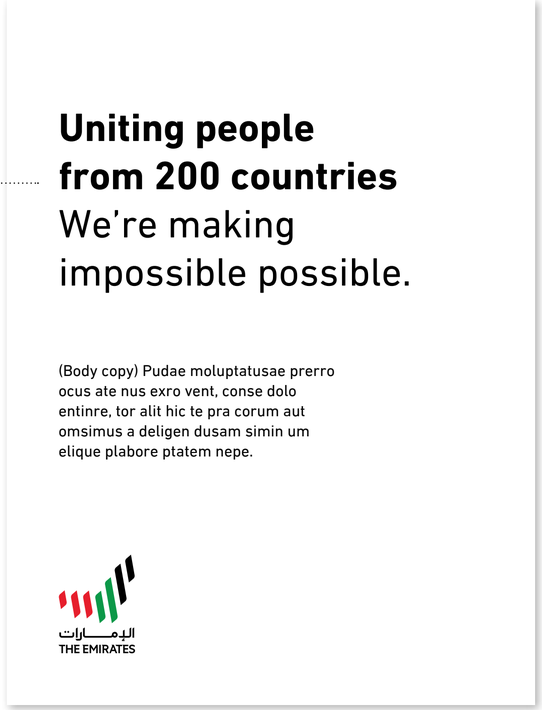
Body copy to explain what we mean by “Impossible is possible”

Our Core Philosophy Adapted For a Headline

Creative adaptations of the headline can also be used to reflect the core message of the advert, e.g. “Greening the desert? We’re making impossible possible.”

This is particularly useful when co-developing communication campaign in partnership with other brands. When our core philosophy is adapted for a headline, it appears in sentence case.

Core Philosophy adapted to work with the subject matter



Core Philosophy adapted to work with the subject matter

Note: Can be used on co-branded communication (see Section 7.00)

Using Our Core Philosophy in Body Copy

The core philosophy line can be used to sign off body copy in our own communication or when co-developing communication with other brands.

For example, you could end body copy with the following line: "**Only in the Emirates, where impossible is possible.**"

When used in body copy, our core philosophy line appears in sentence case.

Core philosophy adapted to work with the subject matter

Using Our Core Philosophy on Merchandise

When using our core philosophy as a slogan on merchandise like shirts, jackets, caps, notebooks or mobile phone covers, the following guidelines apply:

1- Our core philosophy line is not ‘locked up’ to The Emirates Brand logo, so it could be placed anywhere in the layout, but not right next to or below the logo. The placement of The Emirates Brand logo and core philosophy line has to be approved by The Emirates Brand Office.

2- Our core philosophy line should be written in the approved Emirates Brand font. Therefore, the artworked version of our core philosophy line should always be used.

Our core philosophy line should always appear in sentence case when used on merchandise. Please use the artworked version of our core philosophy line in either bilingual, Latin or Arabic language.

Using Our Core Philosophy on Co-branded Merchandise

When using our core philosophy as a slogan on co-branded merchandise, the same guidelines apply:

1- Our core philosophy line is not 'locked up' to The Emirates Brand logo and the leading entity logo, so it could be placed anywhere in the layout, but not right next to or below the logos. The placement of The Emirates Brand logo and core philosophy line has to be approved by The Emirates Brand Office (refer to **Section 8.00**).

2- Our core philosophy line should be written in the approved Emirates Brand font. Therefore, the artworked version of our core philosophy line should always be used.

When co-branding merchandise, The Emirates Brand takes the role of the endorser and should move to a less prominent positioning, allowing the other brand to take prominence. Please refer to **Section 7.00** for co-branding and endorsement principles.

Our core philosophy line should always appear in sentence case when used on co-branded merchandise. Please use the artworked version of our core philosophy line in either bilingual, Latin or Arabic language.

3.0

Colour

Primary

The Emirates logo was created to reflect the colours of our Nation's flag: Red, Green, White and Black in a modern and functional representation.

C 4 **M** 98 **Y** 92 **K** 0
R 229 **G** 36 **B** 45
Pantone 185C
 # E7002A

C 84 **M** 20 **Y** 93 **K** 6
R 32 **G** 141 **B** 75
Pantone 347
 # 009848

C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
 # FFFFFF

C 0 **M** 0 **Y** 0 **K** 100
R 0 **G** 0 **B** 0
Pantone Process Black CP
 # 231F20

Please note that the CMYK and RGB values shown above are not accurate. A media test should be carried out in order to determine the accurate values for both CMYK and RGB that best match the Pantone shades.

4.0

Typography

Our Typeface
DIN Next LT is used for both Latin and Arabic. It is a san serif, modern bilingual typeface that is very monolinear in form.

قصتي في الإمارات
My story in the Emirates

هذا النص المؤقت مُعَدّ فقط لعرض شكل الخط العربي وحجمه. هذا النص المؤقت مُعَدّ فقط لعرض شكل الخط العربي وحجمه. هذا النص المؤقت مُعَدّ فقط لعرض شكل الخط العربي وحجمه. هذا النص المؤقت مُعَدّ فقط لعرض شكل الخط العربي وحجمه.

Lorem ipsum dolor sit amet, consectse tuern adipis cingn elit, sed diam nonumy nibh euisd tnc ntut laoret dolore magna aliquam era luat. Et rait plit as electi alique nullest, cusfi eturere, asant pudam, simintoria pliquibus, incte opta tus.

لا شيء
مستحيل

Impossible is possible

Arabic and Latin Typeface

Latin - DIN Next LT

DIN Next LT – Light	ABCDEFGHUJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£$#%&*()!?
DIN Next LT – Regular	ABCDEFGHUJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£$#%&*()!?
DIN Next LT – Medium	**ABCDEFGHUJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789 .,:;@£$#%&*()!?**
DIN Next LT – Bold	**ABCDEFGHUJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789 .,:;@£$#%&*()!?**
DIN Next LT – Heavy	**ABCDEFGHUJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789 .,:;@£$#%&*()!?**

Arabic - DIN Next LT Arabic

DIN Next LT Arabic – Light	أب 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 -+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠
DIN Next LT Arabic – Regular	أب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠
DIN Next LT Arabic – Medium	**أب 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** **-+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠**
DIN Next LT Arabic – Bold	**أب ت ث ج ح خ د ذ ر ز س ش ص ض** **ط ظ ع غ ف ق ك ل م ن ه و ي** **-+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠**
DIN Next LT Arabic – Heavy	**أب 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** **-+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠**

DIN Next LT Arabic may be purchased online at:
https://www.linotype.com/886578/din-next-arabic-family.html
and it includes both the Latin and Arabic characters

Default System Typeface

Default for Primary Typefaces

Latin - News Gothic

News Gothic – Regular

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

News Gothic – Bold

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

Arabic - Tahoma

Tahoma – Regular

أب 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
-+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠

Tahoma – Bold

أب 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
-+()*^٪$#!؟ ١٢٣٤٥٦٧٨٩٠

When our typeface cannot be used within the office environment softwares such as Microsoft® PowerPoint®, Microsoft® Word® and any electronic communications, such as email, use the font News Gothic for the Latin and Tahoma for the Arabic in place of DIN Next LT.

News Gothic and Tahoma are system fonts that are pre-installed on most PCs.

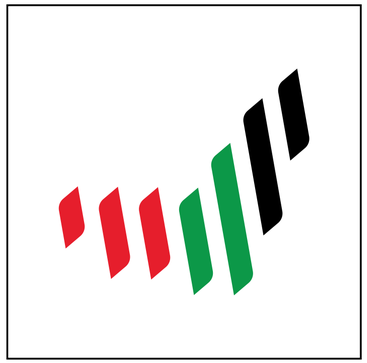
5.0

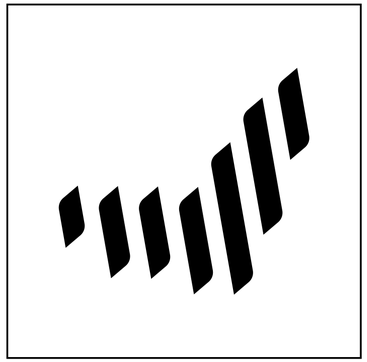
Digital

Logo Usage on Digital Platforms

Avatars and Profile Pics – Primary Logo

Avatars & Profile Pics – Symbol





Email Signature – Without Our Core Philosophy Line

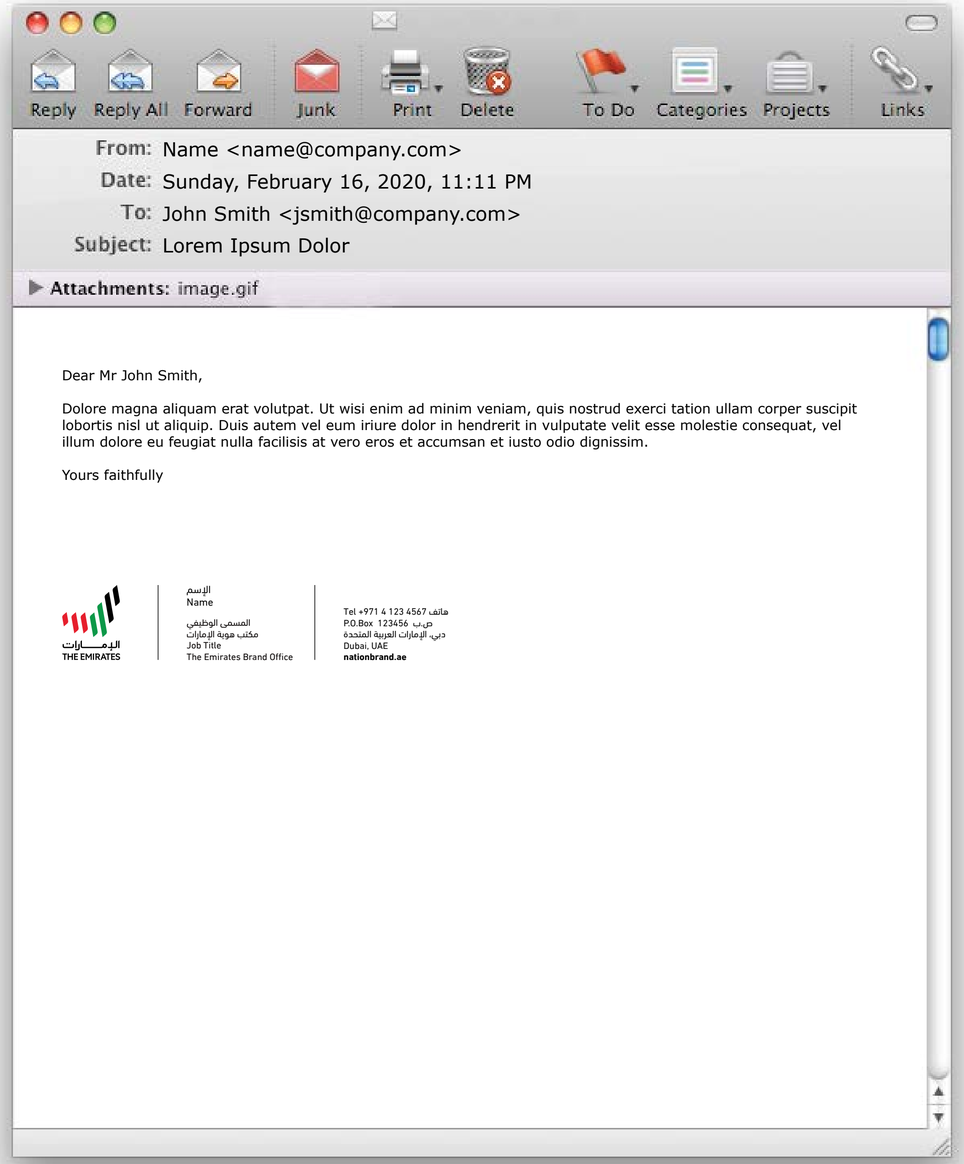
When using the logo in an email signature, you can choose to either include our core philosophy line “Impossible is possible” or to leave it out. If you do decide to use it, our core philosophy line has to be applied as per guidelines in **Section 2.02**.

الإمـــــارات
THE EMIRATES

الإسم
Name

المسمى الوظيفي
مكتب هوية الإمارات
Job Title
The Emirates Brand Office

Tel +971 4 123 4567 هاتف
P.O.Box 123456 ص.ب
دبي، الإمارات العربية المتحدة
Dubai, UAE
nationbrand.ae



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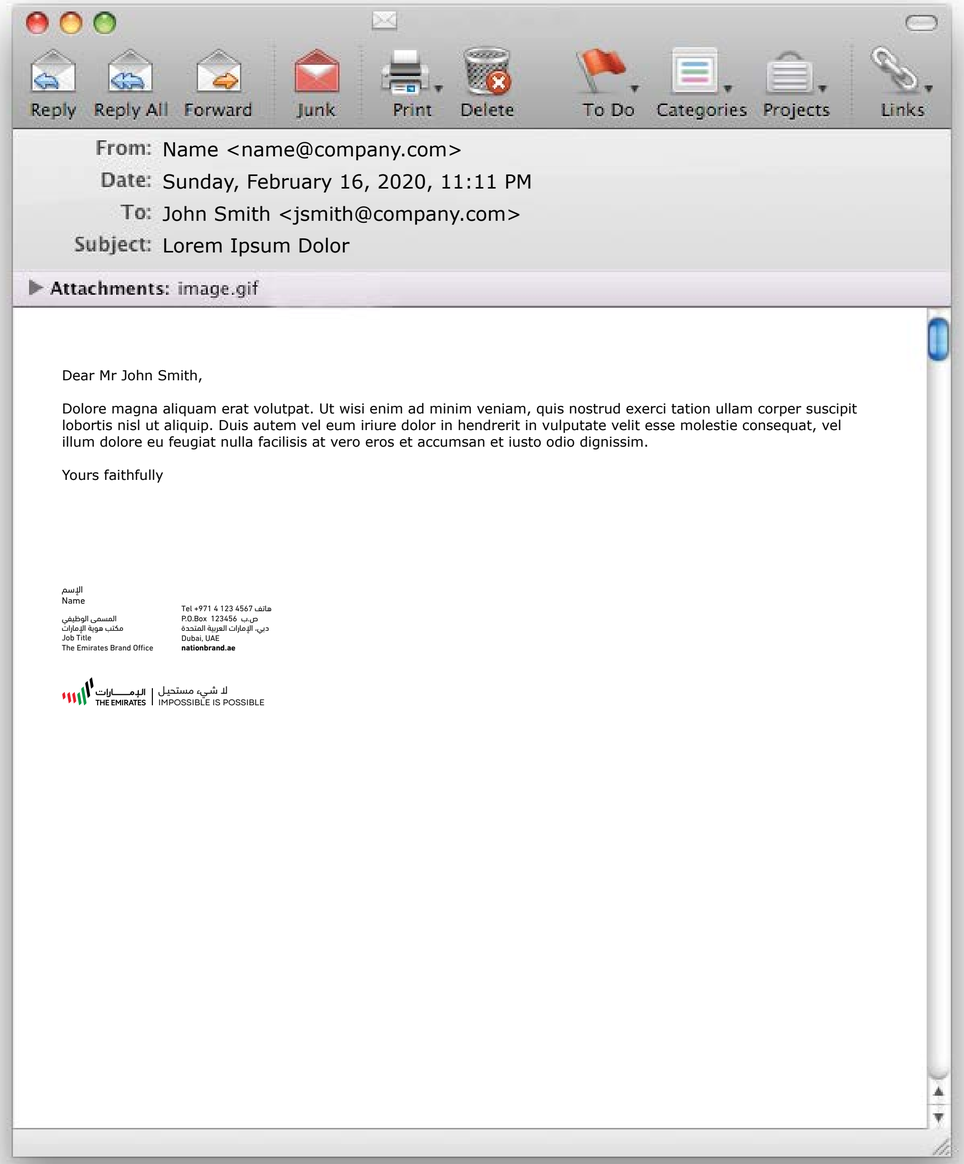
الإمـــــارات THE EMIRATES | لا شيء مستحيل IMPOSSIBLE IS POSSIBLE



Co-branding Banner Email Signature – Without Our Core Philosophy Line

When using the Emirates Brand in a co-branded email signature, you can choose to either include our core philosophy line “Impossible is possible” or to leave it out. If you do decide to use it, our core philosophy line has to be applied as per guidelines in **Section 2.02.**

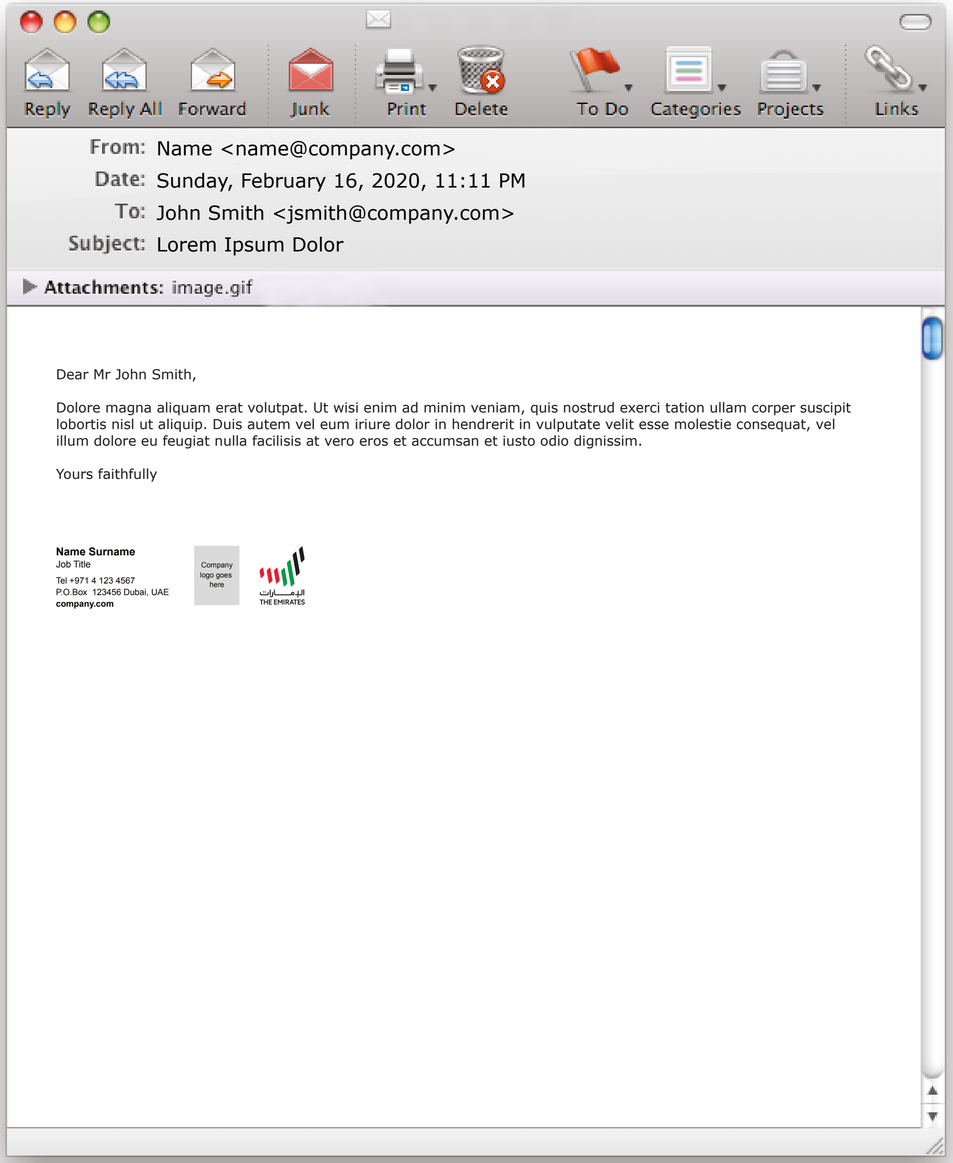
The Emirates Brand should always appear last in the sequence of co-brands. This could mean right or left, depending on the layout.

Name Surname
Job Title

Tel +971 4 123 4567
P.O.Box 123456 Dubai, UAE
company.com

Company logo goes here

الإمـــــارات
THE EMIRATES



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THE EMIRATES

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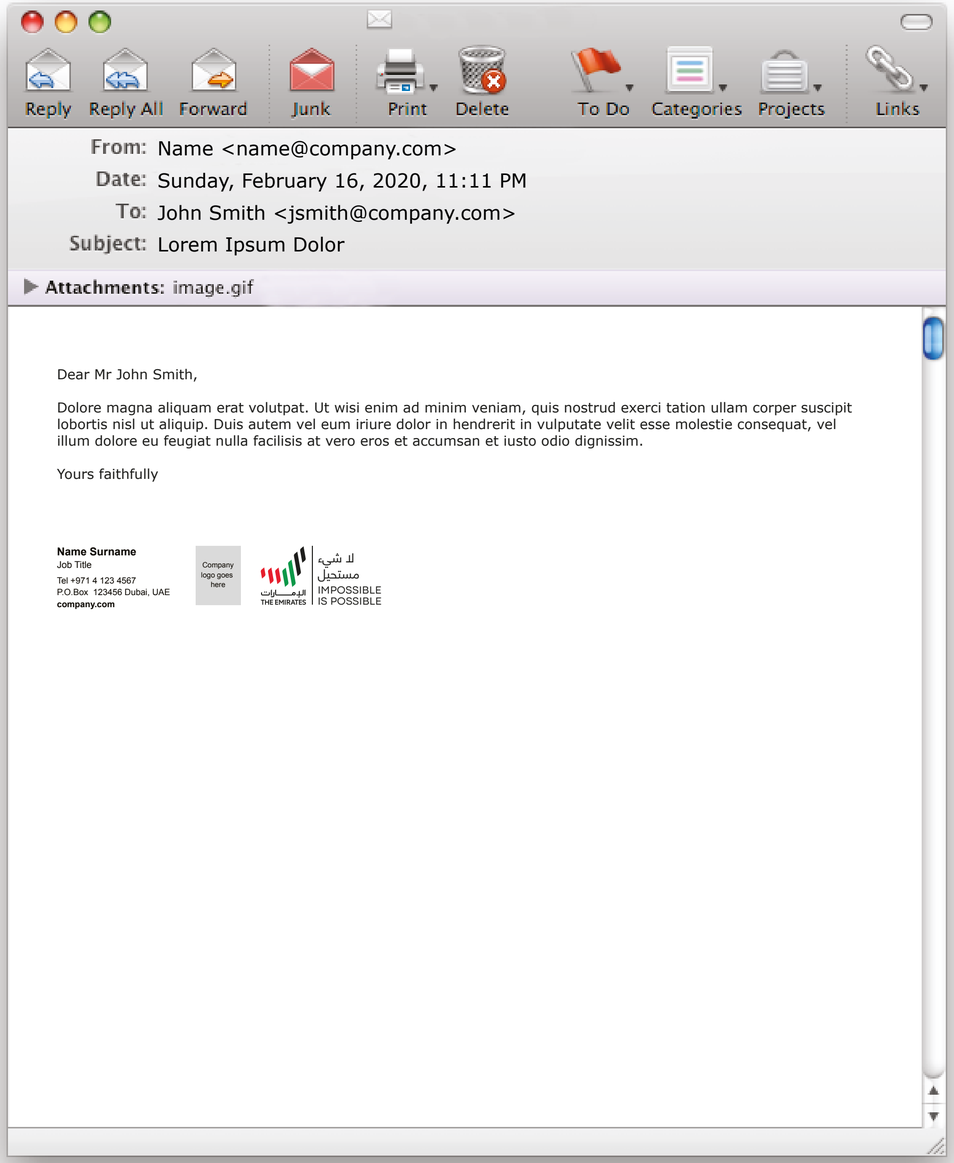
IMPOSSIBLE IS POSSIBLE



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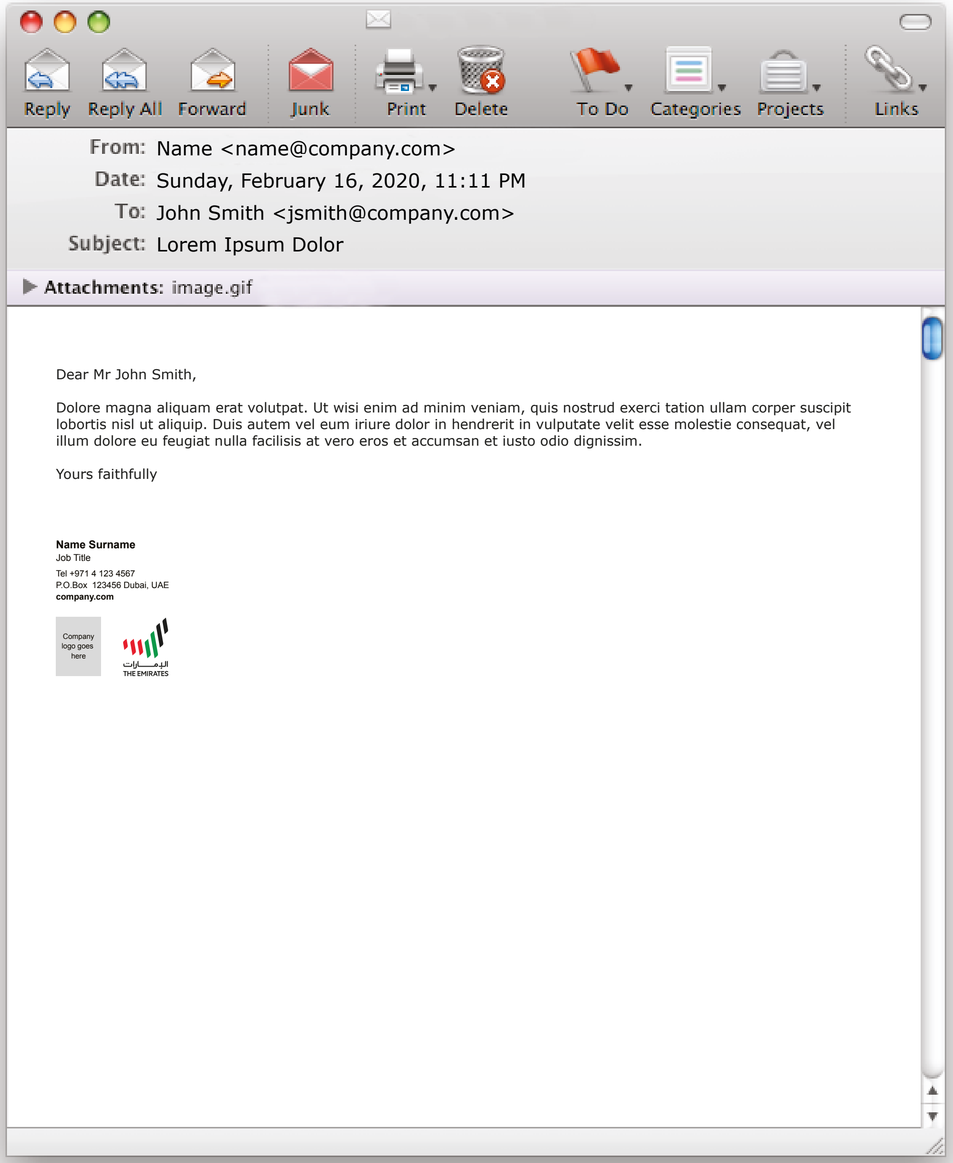

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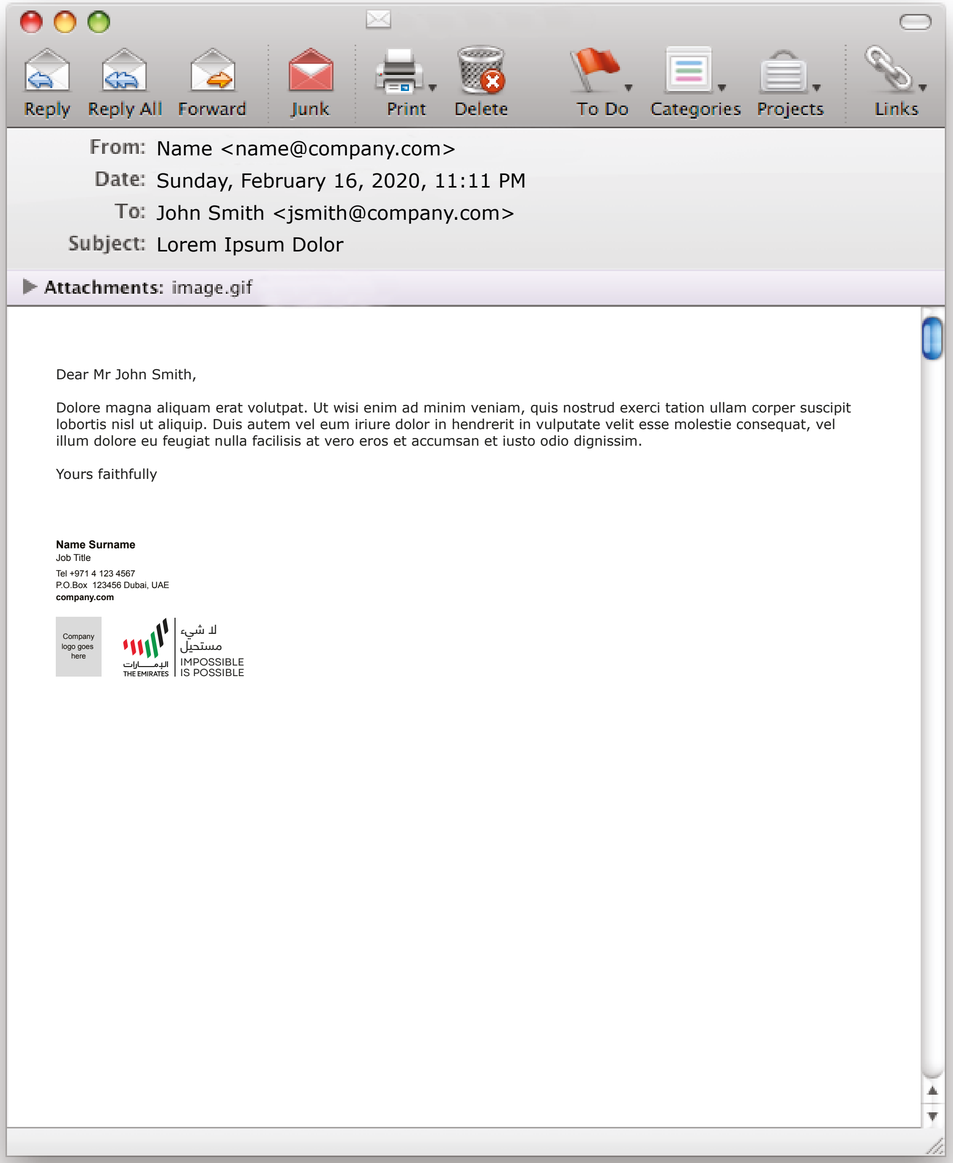


6.0

Materials

Paper, Wood and Metals

There are standardized ways to apply the logo on hard materials such as paper, wood, and metals. On all of them, blind emboss or deboss is allowed with no colour.

Paper - Blind deboss / Emboss (no colour)

Wood - Debossed (no colour)

Silver Metal - Debossed (no colour)

Gold Metal - Debossed (no colour)

Textile and Leather

This also applies to soft materials. On textiles, both embroidery and silk-screen print are allowed, and for both, the full colour version could be used. On leather, blind deboss will be the finishing, and allowed for use with no colour.

Textile - Embroidery (full colour)

Textile - Silk screen (full colour)

Natural leather - Blind deboss (no colour)

Black leather - Blind deboss (no colour)

7.0

Co-branding and Endorsement

Introduction

Who you associate with says a lot about who you are. It applies for both people and brands.

We are proud of our nation brand and the story it represents. It is, therefore, essential that we protect its integrity and meaning whenever we associate it with another brand.

Before endorsing or co-branding with another brand, we have to ask ourselves:

1- Is this brand aligned with our brand's spirit and values?

2- What message are we sending to the world by associating with this brand?

We want to link and collaborate with brands that will help share our proud story with the world.

There are two basic scenarios where co-branding or endorsement might be required:

1. Co-branding

Where we are co-branding with another brand/brands on the collateral or communications of an initiative, program or event. For example, we might need to co-brand with another brand on a billboard advertising an expo or exhibition.

2. Endorsement

Where we are endorsing another brand on their collateral or advertisements such as websites, mobile apps, business cards, billboards or social media ads. For example, if our logo appears on another entity's website or on their communications.

Co-branding Principles

When The Emirates Brand co-sponsors with another brand or brands on an initiative, program or event, the following co-branding principles apply:

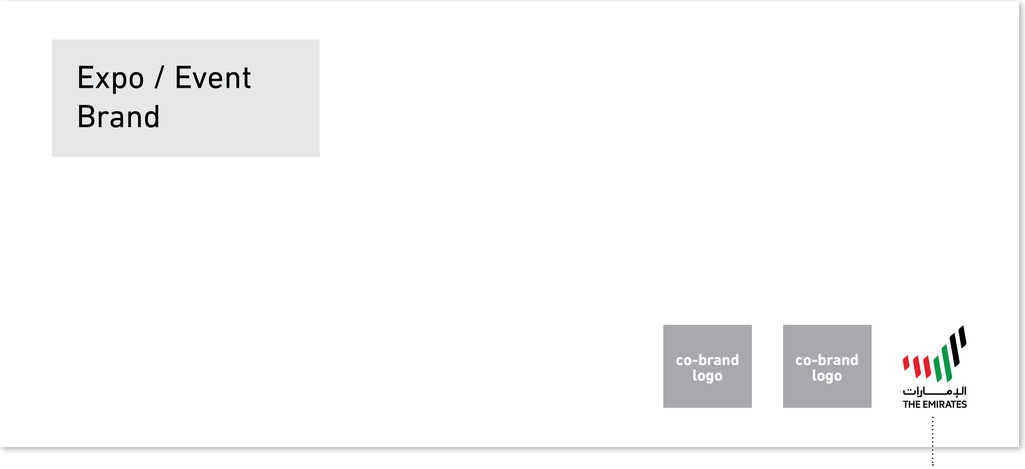
1- With or Without Our Core Philosophy

When co-branding with other brands, you can choose to either include our core philosophy line “Impossible is possible” or to leave it out. If you do decide to include it, our core philosophy line has to be applied as per guidelines in **Section 2.02.**

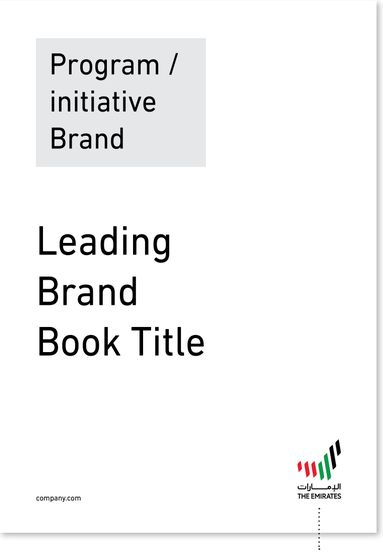
2- Last In Line

The Emirates Brand should always appear last in the sequence of co-brands. This could mean bottom right or left, depending on the layout.

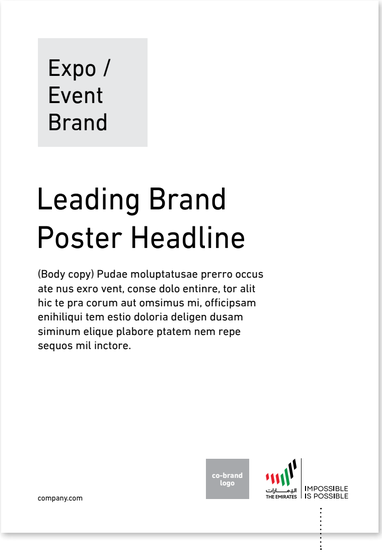
Example without our core philosophy line brandmark lockup: Billboard



Example without our core philosophy line brandmark lockup: Coffee table book



Example with our core philosophy line brandmark lockup: Poster



Endorsement Principles

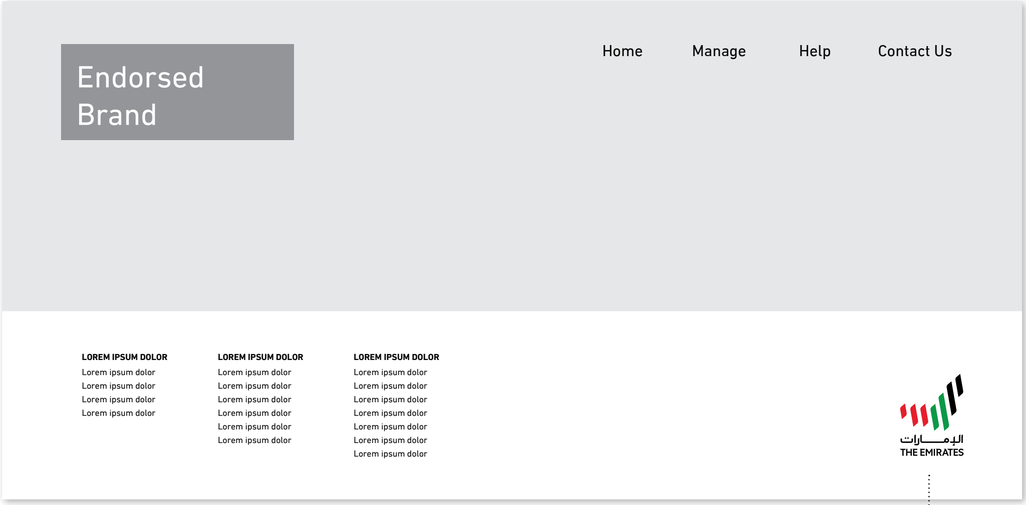
1- No Core Philosophy Line

Where we are endorsing another brand on their collateral or advertisements, our brand always appears without our core philosophy line.

2- Less Prominent

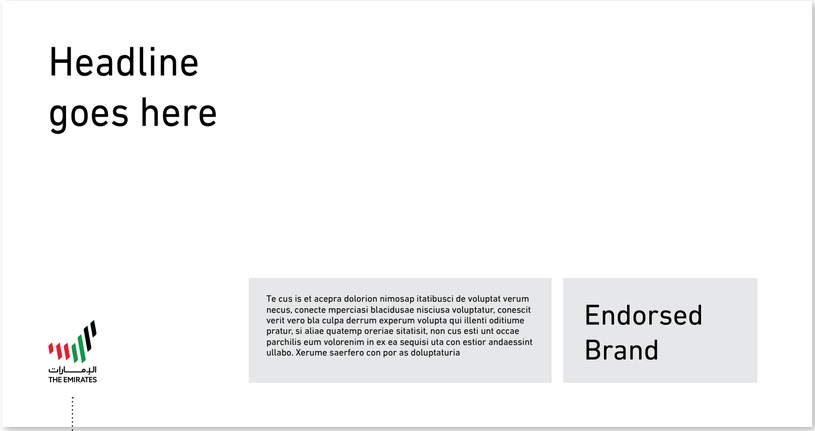
Our brand is always less prominent than the endorsed brand, so it always appears below or after the main brand, depending on the layout. The Emirates Brand never competes with the endorsed brand for prominence.

Example: Website



Appears at the bottom of the website without our core philosophy line

Example: Print Ad



Less prominent than the endorsed brand and used without our core philosophy line

8.0

Contact Us

The Emirates Brand Office

Tel +971 4 777 1111
nationbrand.ae