

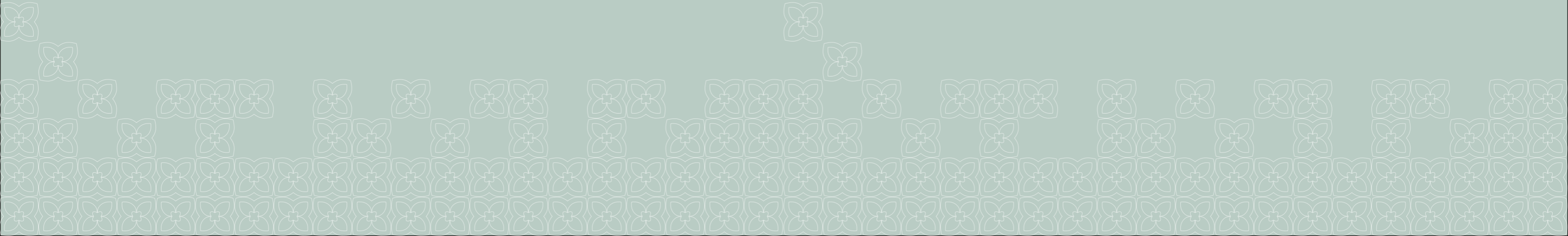


هيئة أبوظبي للزراعة والسلامة الغذائية  
ABU DHABI AGRICULTURE AND FOOD  
SAFETY AUTHORITY

# BRAND BOOK

ABU DHABI AGRICULTURE & FOOD  
SAFETY AUTHORITY (ADAFSA)

V.1 | 04.2019



# VISION

content here about the vision

# MISSION

content here about the mission



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MASTER LOGOTYPE - VERTICAL

**BRANDMARK**

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MASTER LOGOTYPE - HORIZONTAL

**BRANDMARK**

This is only used when required for black and white newspapers, condolence ads, etc.

Alternatively the all white logo can be used on dark backgrounds.

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NEGATIVE LOGOTYPE

BRANDMARK

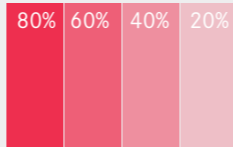
## PRIMARY PALETTE

Primary colour palette is following to the icon and landmark representing the unique environment of the emirate and its rich heritage.

### ABU DHABI RED

P 032 U  
P 185 C  
C0 M94 Y78 K0  
R239 G63 B67  
#EE3E43

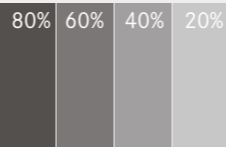
80% 60% 40% 20%



### CALLIGRAPHY GREY

P Pro Black C  
P Pro Black U  
C30 M30 Y30 K100  
R0 G0 B0  
#000000

80% 60% 40% 20%



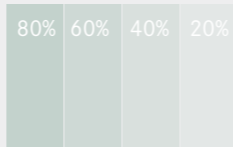
## SECONDARY PALETTE

Secondary colour palette is chosen to represent the mission and vision of the authority and its strong identity.

### SKY

P 622 C  
P 621 U  
C33 M6 Y27 K1  
R171 G207 B191  
#B8CCC2

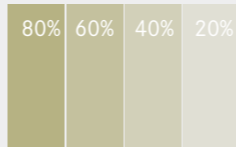
80% 60% 40% 20%



### OPEN FIELD

P 5777 C  
P 5777 U  
C10 M0 Y49 K28  
R176 G181 B121  
#A2A467

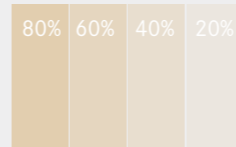
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### FLOUR

P 7501 C  
P 7500 U  
C6 M10 Y26 K2  
R232 G217 B187  
#DAC79D

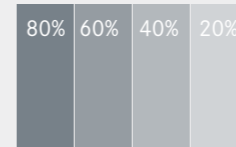
80% 60% 40% 20%



### DEEP SEA

P 431 C  
P 432 U  
C45 M25 Y16 K59  
R94 G106 B113  
#5C666F

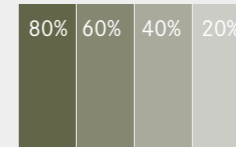
80% 60% 40% 20%



### PLANT GREEN

P 5747 C  
P 5747 U  
C68 M51 Y95 K56  
R62 G67 B28  
#3E431C

80% 60% 40% 20%



# PRIMARY & SECONDARY COLOUR PALETTE

## ARABIC

### Primary typeface

“GE SS” to be used only for titles and main headlines.

### Secondary typeface

“Arial” to be used for body text and content.

## ENGLISH

### Primary typeface

“Corporate S” to be used only for titles and main headlines.

### Secondary typeface

“Arial” to be used for body text and content.

### CORPORATE S LIGHT

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890£&@?!/+ (.,:;)

### GE SS LIGHT

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

### CORPORATE S REGULAR

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890£&@?!/+ (.,:;)

### GE SS MEDIUM

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

### CORPORATE S BOLD

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890£&@?!/+ (.,:;)**

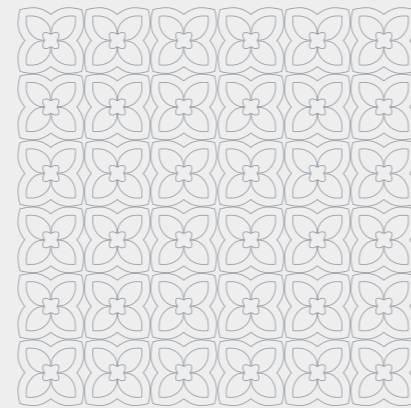
### GE SS BOLD

**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**

## PATTERN USAGE

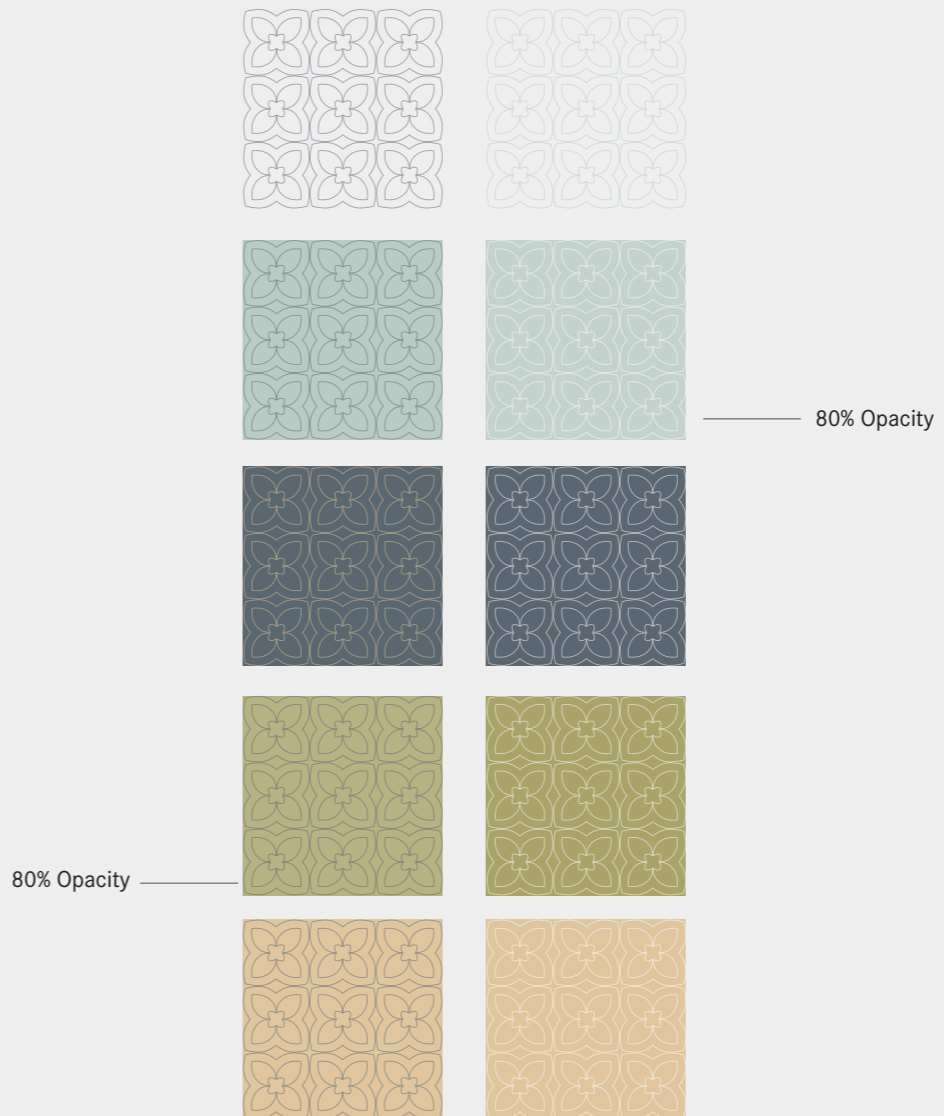
You can use the pattern in its entirety or zoom into sections of it.

1. Full pattern elements.
2. Zoomed in.
3. Zoomed in with only the light coloured pattern.
4. Zoomed in and cropped.



## COLOUR VARIATIONS

Colour variations as shown in example.  
Note: follow the colours background and the opacity stated on this page.





## PATTERN USAGE

Following to the pattern usage, you can use the pattern scattered (as shown here) or as a line divider (as shown here).



Scattered Pattern



Line Divider