BRAND IDENTITY GUIDELINES

2021

LOGO
FULL COLOR

Attached is the official logo in full color.

This logo will replace all previous logos and should be the only one used for "Consumer Protection".

Always use the original source design and do not attempt to redesign or change the size of any element.

The logo was created using detailed printing and the edited X symbol to stress on the fact that the organization focuses on promoting exports.

The full name in both Arabic and English can be found below the logo.

The relationship between all elements has been considered closely and should not be changed under any circumstances.

Always use the original source design when you reproduce the logo.

Symbol

دائرة التنمية الاقتصادية - أبوظبي
ABU DHABI DEPARTMENT OF ECONOMIC DEVELOPMENT

حماية المستهلك
CONSUMER PROTECTION

اعرف حقوقك كمستهلك
KNOW YOUR RIGHTS AS A CONSUMER

800 555   اتصل على
JUST CALL

Wordmark

LOGO
PROHIBITED PRACTICES

It's important to adhere to the rules aligned in this document when using the trade mark.

Do not distort, stretch or condense the logotype in any way

Do not use the identity at an angle

Do not replace the official colors with any other color

Do not outline the logotype

Do not alter the relationship between the logotype and the descriptor

Do not separate logotype and the descriptor

Do not place the brand mark over a complex background

Do not use a different font for the word mark

LOGO
CLEAR SPACE AND SMALL SIZE

To ensure the logo is seen clearly, it is important to keep the space around it empty.

The empty space is calculated by creating a square equivalent to the height of the "triangle". 5mm-wide space should be left blank around the logo.

Minimum Size:

There are restriction to enlarging the size of the logo.

It is important to not reproduce a small logo making the main elements of it illegible.

The logo can be copied using 12 mm above and below.

Brand Mark
Minimum size 12 mm

LOGO
COLOR RULE

Color choice plays an important role in any trade mark.

The main colors used for the "consumer protection trade mark are red and black.

The colors combined represent a new and modern look and must be used in all applications/ uses for the logo.

Primary

PANTONE 185 C

BLACK
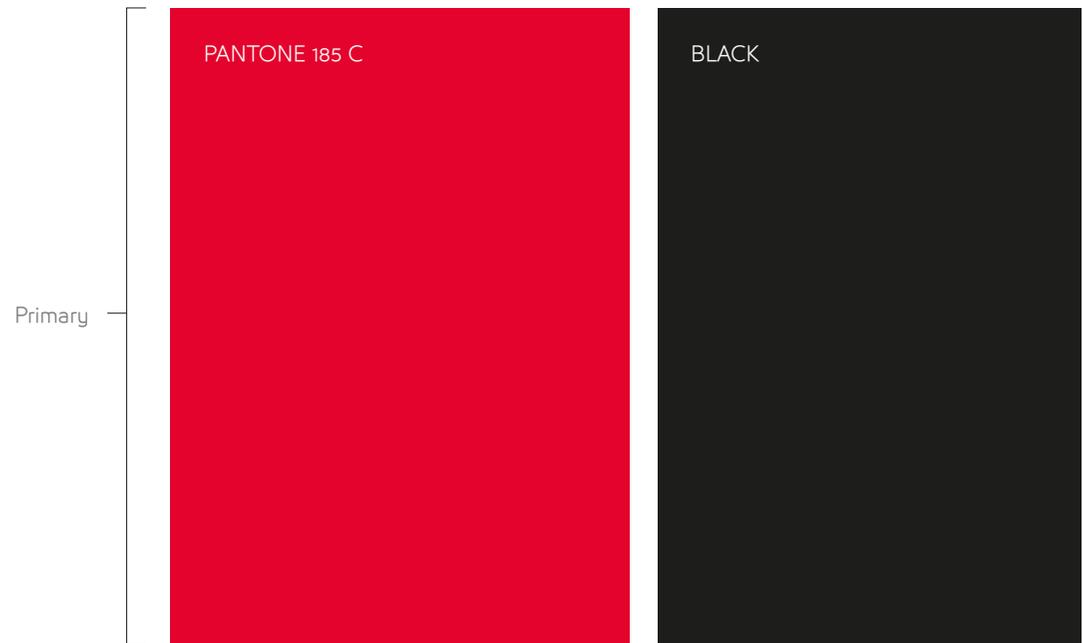
FONT
ARABIC & ENGLISH

Chosen for being modern, easy to read, comes in great
verity and complements the Arabic version perfectly.

Primary Latin Font - Isra Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Primary Arabic Font - Isra Regular

أ ب ت ث ج خ د ذ ر

Primary Latin Font - News Gohic BT

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Primary Arabic Font - GE SS TWO

أ ب ت ث ج خ د ذ ر

PLACEMENT
CONSUMER PROTECTION LOGO STICKER

- The logo must be placed on the unmoving side of the store entrance- Main entrance (to the right or left)
- If the store has multiple entrances, the logo must be placed on all of them.
- The logo must be placed on a visible level at a height of approximately 160 cm for shops.
- The logo must NOT be placed at low level of the entrance.
- The logo must be replaced with a new one if damaged.
- All commercial entities licensed by the Abu Dhabi Department of Economic Development MUST use the consumer protection logo.

160 cm

175 cm
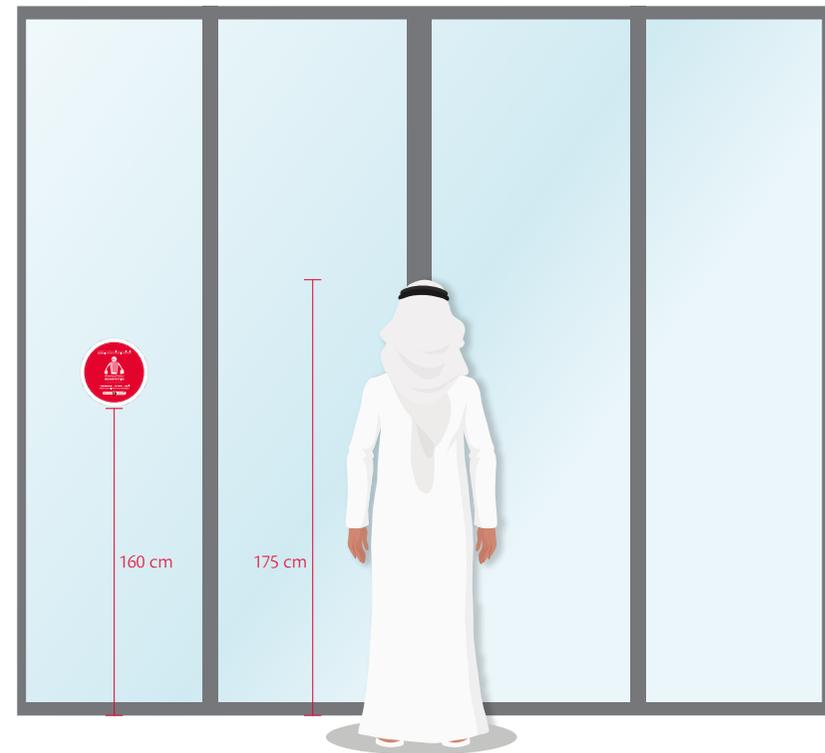
PLACEMENT
CONSUMER PROTECTION LOGO STICKER

STORE ENTRANCE
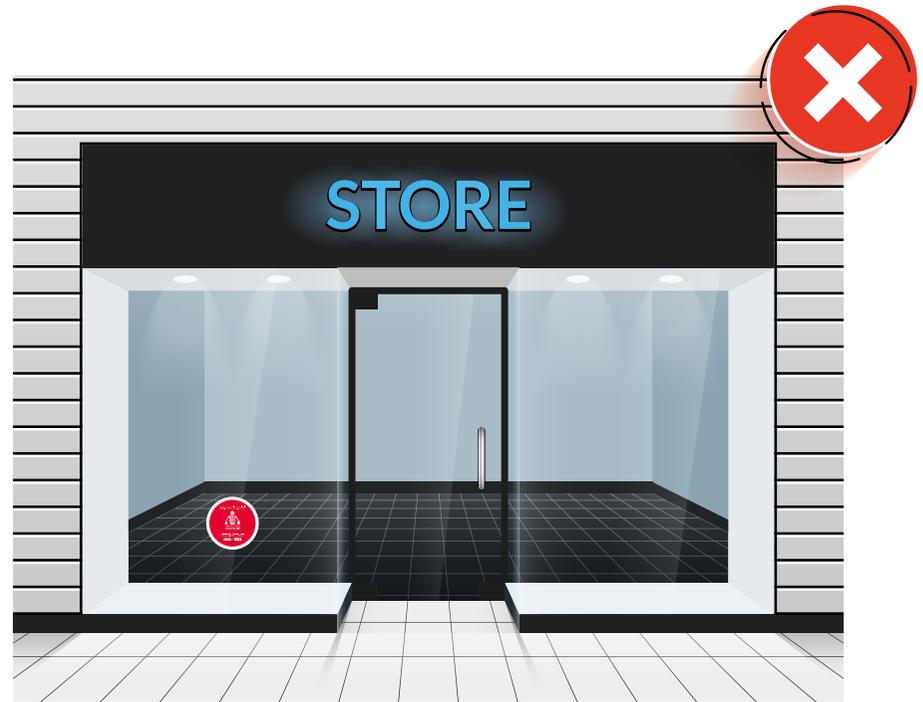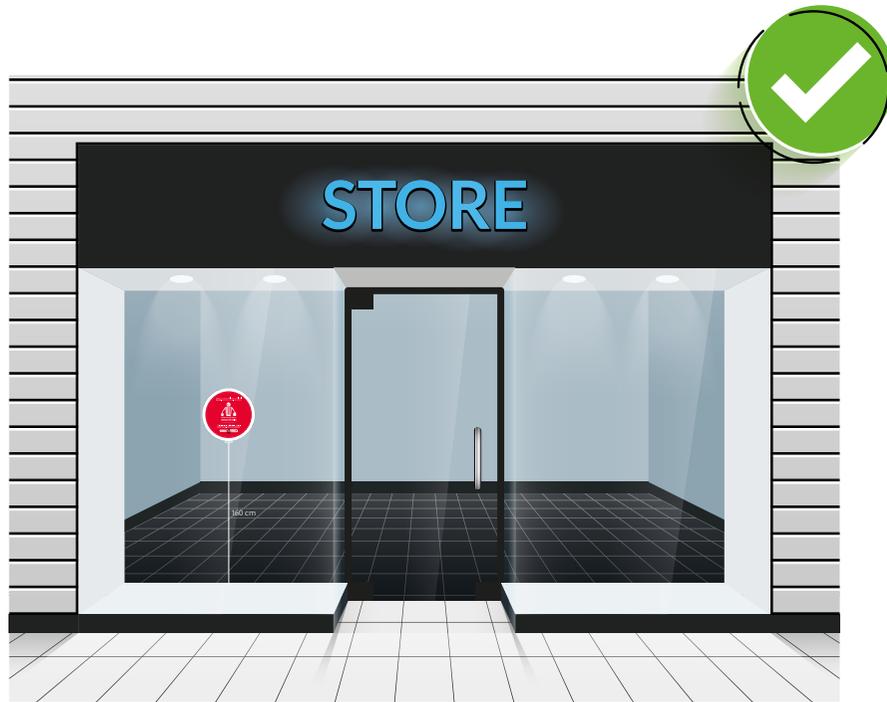
PLACEMENT
CONSUMER PROTECTION LOGO STICKER

CASHIER/ ACCOUNTANT
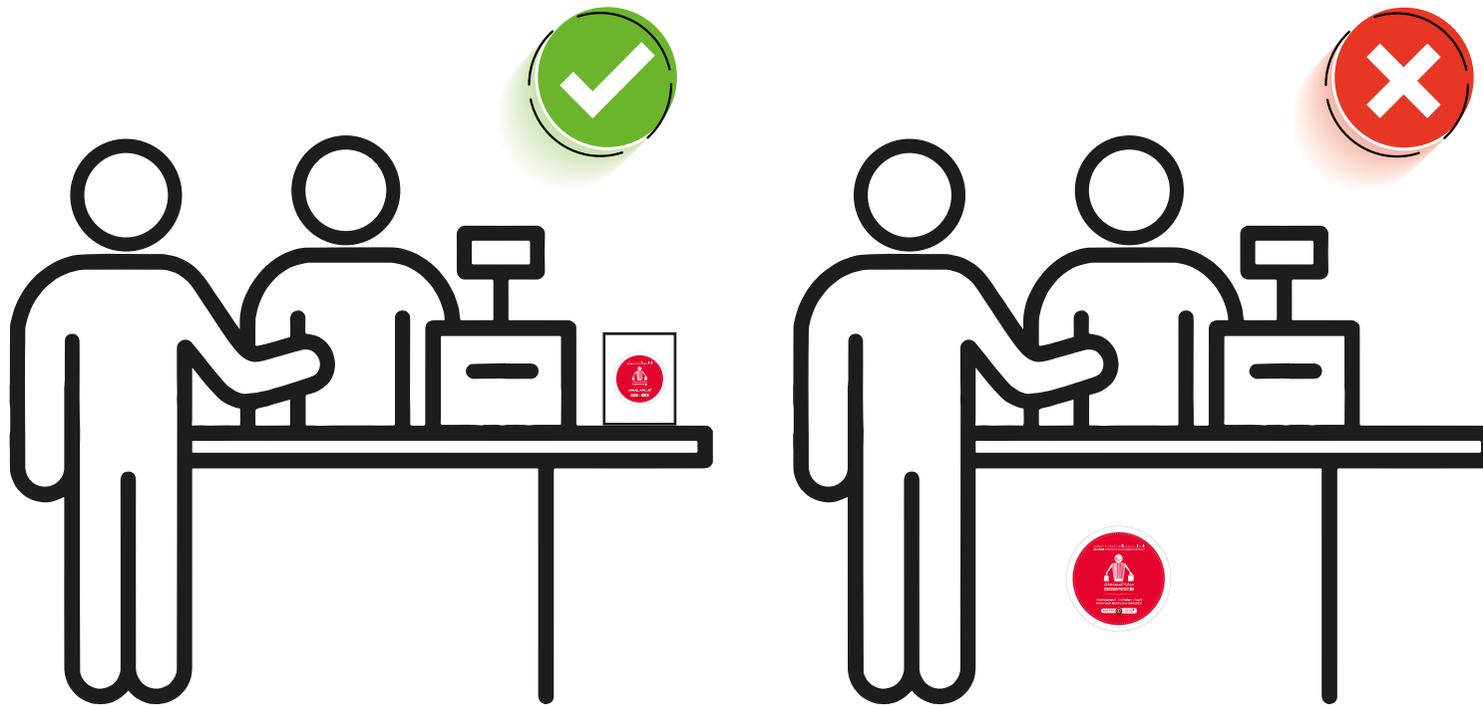
PLACEMENT
## CONSUMER PROTECTION LOGO STICKER

PHARMACY CASHIER

PLACEMENT
CONSUMER PROTECTION LOGO STICKER

FAST FOOD CASHIER
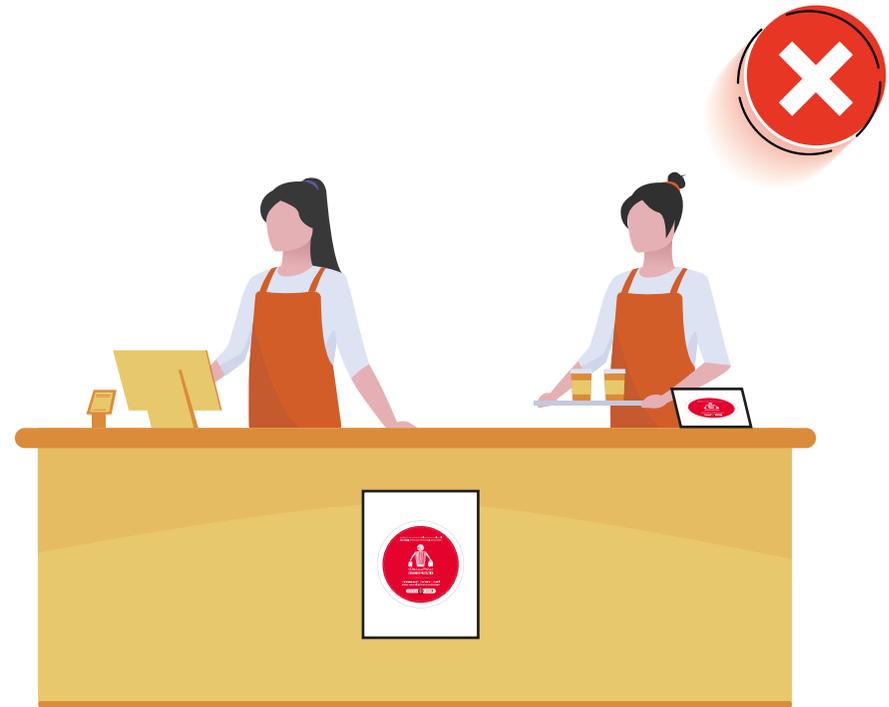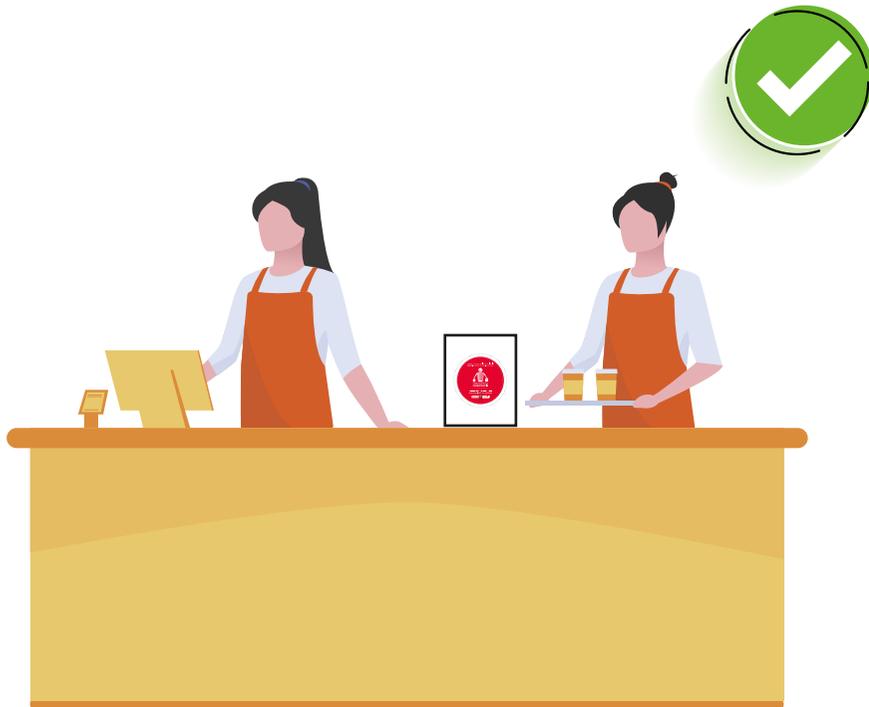
PLACEMENT
CONSUMER PROTECTION LOGO STICKER

EATERIES/ RESTAURANTS AND FOOD COURTS

PLACEMENT
CONSUMER PROTECTION LOGO STICKER

SUPER MARKETS
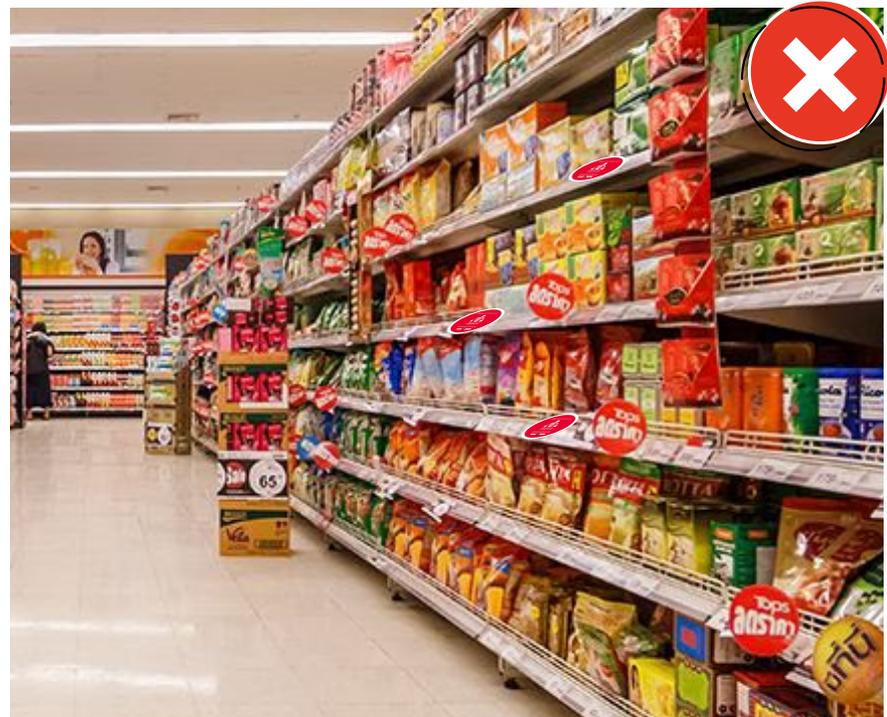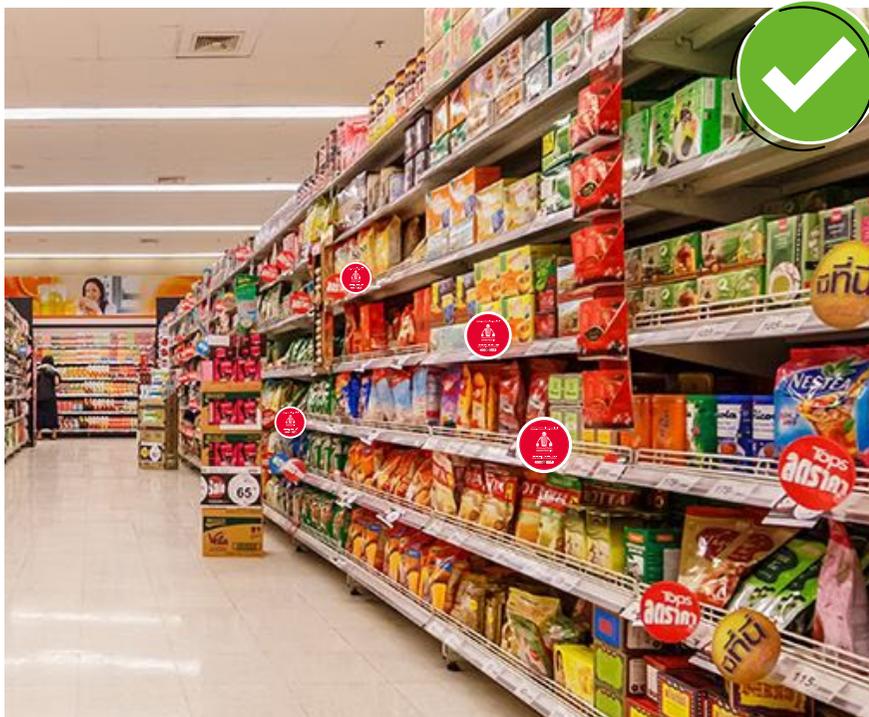
حماية المستهلك
CONSUMER PROTECTION

For any clarifications, please contact the PR &
Communication Department at ADDED