



dubai
humanitarian

Brand Guidelines



dubai humanitarian

Brand Guidelines . 2023

dubai humanitarian

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01.
Brand Strategy



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01.
Brand Strategy



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01. Brand Strategy

Purpose

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Our Purpose

Dubai Humanitarian has an unwavering commitment to positively impact humanity and uphold human dignity. We enable the global humanitarian community, through innovation, collaboration, and connection, to build a more sustainable future for all people.

هدفنا

دبي الإنسانية لديها التزام ثابت بالتأثير إيجاباً على البشرية والحفاظ على كرامة الإنسان. فمن خلال الابتكار، المشاركة والتواصل نقوم بتمكين المجتمع الإنساني العالمي لبناء مستقبل أكثر استدامة لكل البشر.

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Our Mission

Our mission is to lead an intergovernmental global network of humanitarian hubs in preparedness and response to world crises, while proactively collaborating using innovation, communication and actionable knowledge, to save lives. We support the global humanitarian network, connecting with governments and global partners, to maximise our collective impact in sustainable humanitarianism.

رسالتنا

رسالتنا أن نقود شبكة مراكز العمل الإنساني العالمي في الجهوزية والاستجابة للأزمات العالمية، بالمشاركة الاستباقية مستخدمين الابتكار، التواصل والمعرفة التطبيقية لإنقاذ حياة البشر. نحن ندعم الشبكة العالمية للعمل الإنساني بالتواصل مع الحكومات والشركاء العالميين لتعزيز تأثيرنا الجماعي على العمل الإنساني المستدام.

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Our Vision

The pioneering global humanitarian hub.

رؤيتنا

المركز العالمي الرائد للعمل الإنساني.

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Brand Pillars

ركائزنا

القيادة
Lead

تقود دبي الإنسانية تطوير شبكة المجتمع الإنساني العالمي من خلال نهج فريد في التعاون لتحفيز بيئات عمل حيوية.

Dubai Humanitarian leads the development of an intergovernmental network of humanitarian hubs through a unique approach to collaboration and ecosystem creation.

التواصل
Connect

تعدّ دبي الإنسانية مركزاً لشبكة العمل الإنساني جغرافياً وعملياً، وتتواصل مع شركاء من الحكومات والمنظمات غير الحكومية والقطاع الخاص والمؤسسات الأكاديمية لضمان جهد جماعي سريع وفعال في الخدمات الإنسانية العالمية.

Dubai Humanitarian is geographically connected to the heart of global humanitarian action, through its networks and knowledge-sharing initiatives.

الشراكة
Partner

تعمل دبي الإنسانية مع شركائها لتقديم الدعم، والمساعدة، وتفعيل الشبكات من أجل عمل إنساني عالمي ومستدام. دبي الإنسانية ملتزمة بالمبادئ الأساسية لدولة الإمارات العربية المتحدة وأهدافها الإنسانية بمساعدة الآخرين.

Dubai Humanitarian strongly supports its partners to provide aid and networks for global sustainable humanitarian action. Dubai Humanitarian is aligned to the fundamental principles of the UAE and its humanitarian purpose of collectively helping others.

الابتكار
Innovate

دبي الإنسانية تقود مبادرات ابتكار استباقية في عالم العمل الإنساني من خلال تعبئة الموارد والخبرات، وتفعيل الشبكات لتمكين جهوزية واستجابة مستدامة للطوارئ، وضمان بيئة أفضل للبشر والعالم.

Dubai Humanitarian leads the proactive innovation initiatives of the humanitarian landscape by mobilising resources and activating networks to enable sustainable emergency preparedness and response, for a better environment for people and planet.

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قيمنا

Leadership

Taking a proactive and resourceful leadership role in creating powerful connections and driving bold thinking that saves more lives.

دور قيادي استباقي مدعم بالموارد والخبرات لتكوين روابط وتحفيز التفكير غير التقليدي لإنقاذ المزيد من البشر.

القيادة

Efficiency

Providing systems and structure to international humanitarian organizations, allowing rapid response and co-ordinated efforts to any situation.

توفير أنظمة وبنية مناسبة للمنظمات الإنسانية العالمية مما يتيح الاستجابة السريعة وتنسيق الجهود في مواجهة أي ظرف.

الفاعلية

Community

Curating collaboration and facilitating connection with partners to bring together the global humanitarian community.

تنسيق التعاون وتسهيل التواصل مع الشركاء بهدف توحيد جهود المجتمع الإنساني العالمي.

المجتمع

Innovation

Using technology and innovation to revolutionize systems and processes to create sustainable positive impact for all humanity in need.

استخدام التكنولوجيا والابتكار لإحداث ثورة في النظم والطرق المتبعة لصنع أثر إيجابي مستدام للمجتمعات البشرية المحتاجة كافة.

الابتكار

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Brand Positioning

Purpose الهدف	Dubai Humanitarian has an unwavering commitment to positively impact humanity and uphold human dignity. We enable the global humanitarian community, through innovation, collaboration, and connection, to build a more sustainable future for all people.				دبي الإنسانية لديها التزام ثابت بالتأثير إيجابياً على البشرية والحفاظ على كرامة الإنسان. فمن خلال الابتكار، المشاركة والتواصل نقوم بتمكين المجتمع الإنساني العالمي لبناء مستقبل أكثر استدامة لكل البشر.			
Universal Insight حكمة عالمية	The Humanitarian Principles are at the core of any humanitarian action.				المبادئ الإنسانية جوهر أي عمل إنساني.			
Mission الرسالة	Our mission is to lead an intergovernmental global network of humanitarian hubs in preparedness and response to world crises, while proactively collaborating using innovation, communication and actionable knowledge, to save lives. We support the global humanitarian network, connecting with governments and global partners, to maximise our collective impact in sustainable humanitarianism.				رسالتنا هي أن نقود شبكة مراكز العمل الإنساني العالمي في الجهوزية والاستجابة للأزمات العالمية، بالمشاركة الاستباقية مستخدمين الابتكار، التواصل والمعرفة التطبيقية لإنقاذ حياة البشر. نحن ندعم الشبكة العالمية للعمل الإنساني بالتواصل مع الحكومات والشركاء العالميين لتعزيز تأثيرنا الجماعي على العمل الإنساني المستدام.			
Vision الرؤية	The pioneering global humanitarian hub.				المركز العالمي الرائد للعمل الإنساني.			
Brand positioning تموضع العلامة	Global intergovernmental humanitarian hub leader.				القائد لشبكة مراكز العمل الإنساني العالمي.			
Brand benefit فائدة العلامة	The humanitarian community ecosystem.				البيئة الحيوية للمجتمع الإنساني.			
Brand features خصائص العلامة	Humanitarian hub مركز إنساني		Resource facilitator مسهل موارد		Coordinator منسق شبكات		Databank بنك بيانات	
Brand archetypes نماذج العلامة	Caregiver مقدم رعاية				Creator مبدع			
Brand pillars أعمدة العلامة	Lead	قيادة	Connect	تواصل	Partner	شراكة	Innovate	ابتكار
Brand values قيم العلامة	Proactive & resourceful Leadership المبادرة وغنى الموارد القيادة		Systems & structure Efficiency الأنظمة والبنية الفاعلية		Collaboration & connection Community التعاون والتواصل المجتمع		Revolutionising for positive impact Innovation تفكير ثوري بهدف التأثير الإيجابي الابتكار	



02.
Brand Assets

02. Brand Assets

Logo

Colour

Brand Extensions

Typography

Iconography

Graphic Language

Image Style

Visual Language

English logo

This is the preferred version of the English logo. The green logo should always be used on a white background and the white logo on dark backgrounds. The orange dot remains unchanged on both light and dark backgrounds.



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English Logo Variation



02. Brand Assets

Logo

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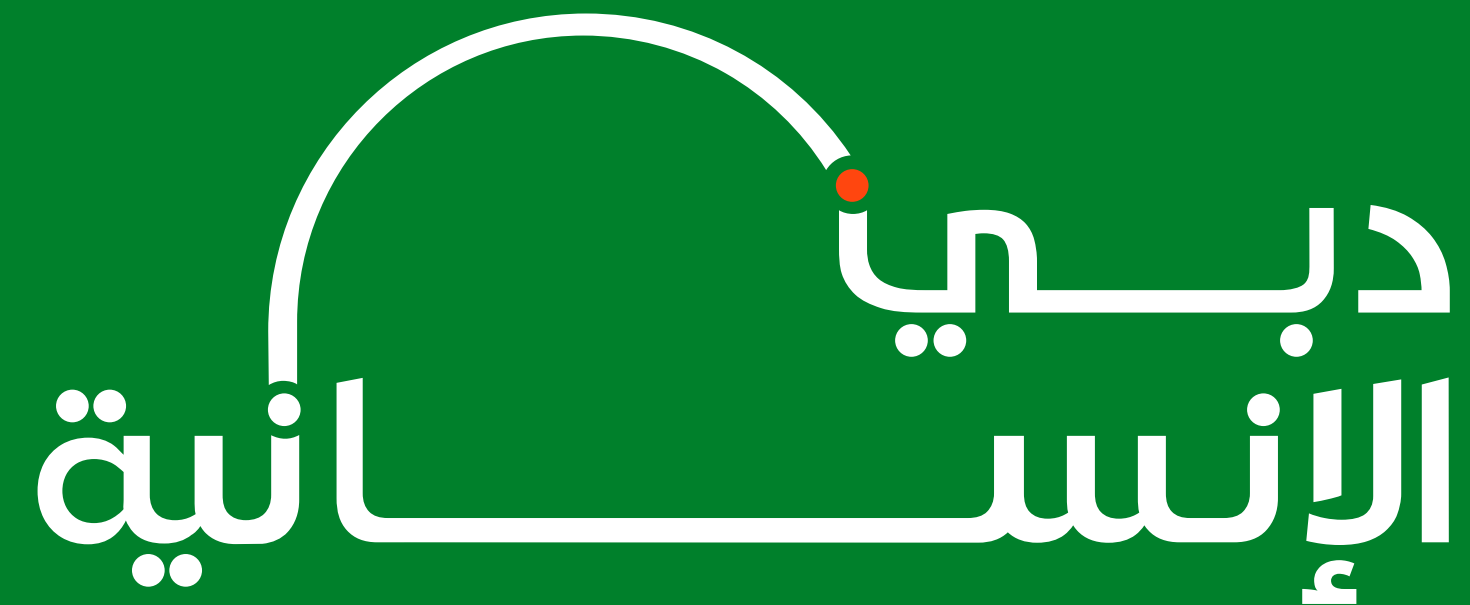
Visual Language



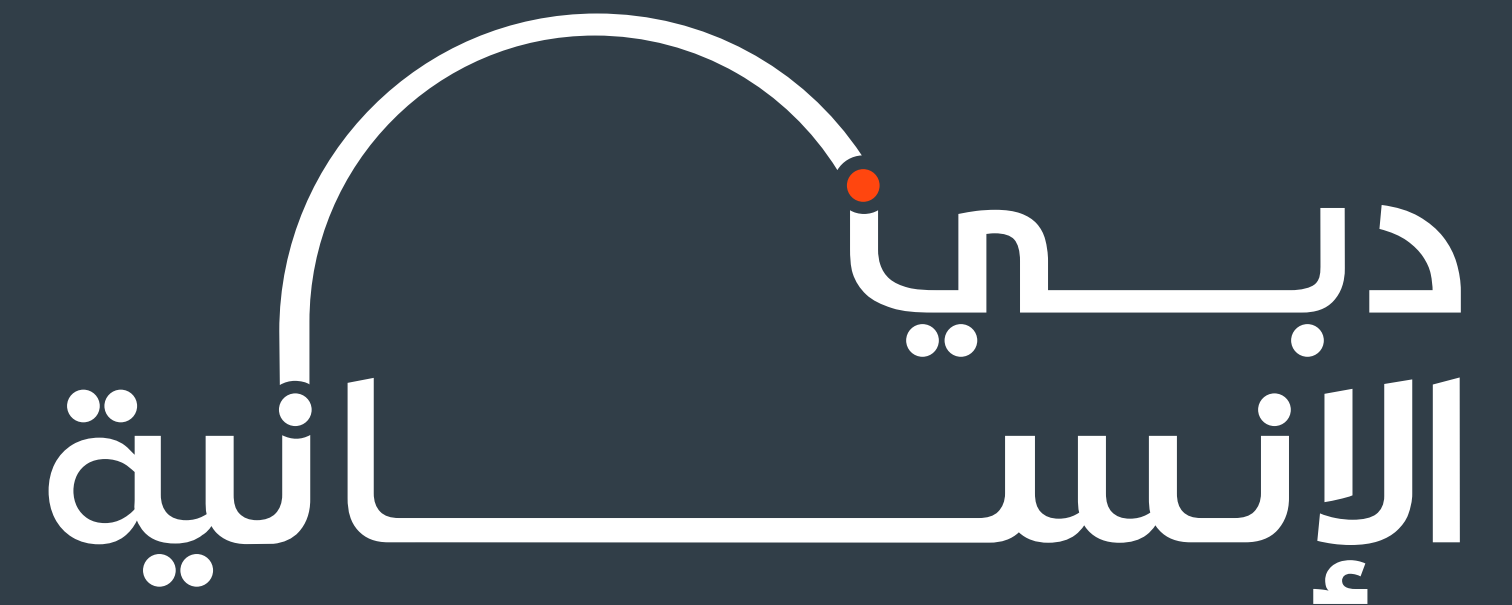
دببي
الإنسانية

Arabic logo

This is the preferred version of the Arabic logo. The green logo should always be used on a white background and the white logo on dark backgrounds. The orange dot remains unchanged on both light and dark backgrounds.



دببي
الإنسانية



دببي
الإنسانية

02. Brand Assets

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Typography

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Graphic Language

Image Style

Visual Language

Dual Language Logo

This is the preferred version of the dual language logo. It should always be used on a white background or reversed on dark backgrounds as shown on this page.

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دبي الإنسانية

dubai
humanitarian
دبي الإنسانية

dubai
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دبي الإنسانية

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Responsive Logo Versions

The design of the Dubai Humanitarian logo ensures its responsiveness and ability to adjust to different sizes and formats.

Options 2 & 1 are well-suited for larger formats like printed materials as well as smaller formats like digital materials.

Option 3 is well suited for smaller formats such as the favicon icon or small printed applications.

1.



dubai
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دبي الإنسانية

2.



dubai
humanitarian

3.



dxbh

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Black & White

Some applications may have a constraint on colour and require the presence of the logo in %100 black.

Please use this page as a guide for the proper presentation of the logo in such situations.

dubai
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دبي
الإنسانية

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Incorrect Logo Usage

1. Do not modify the colour of the logo.
2. Do not replace the gradient with a solid color.
3. Do not tilt the logo.
4. Do not distort the logo
5. Do not place the logo on a background that might affect its legibility.
6. Do not add a drop shadow or any other effect to the logo.



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Graphic Language

Image Style

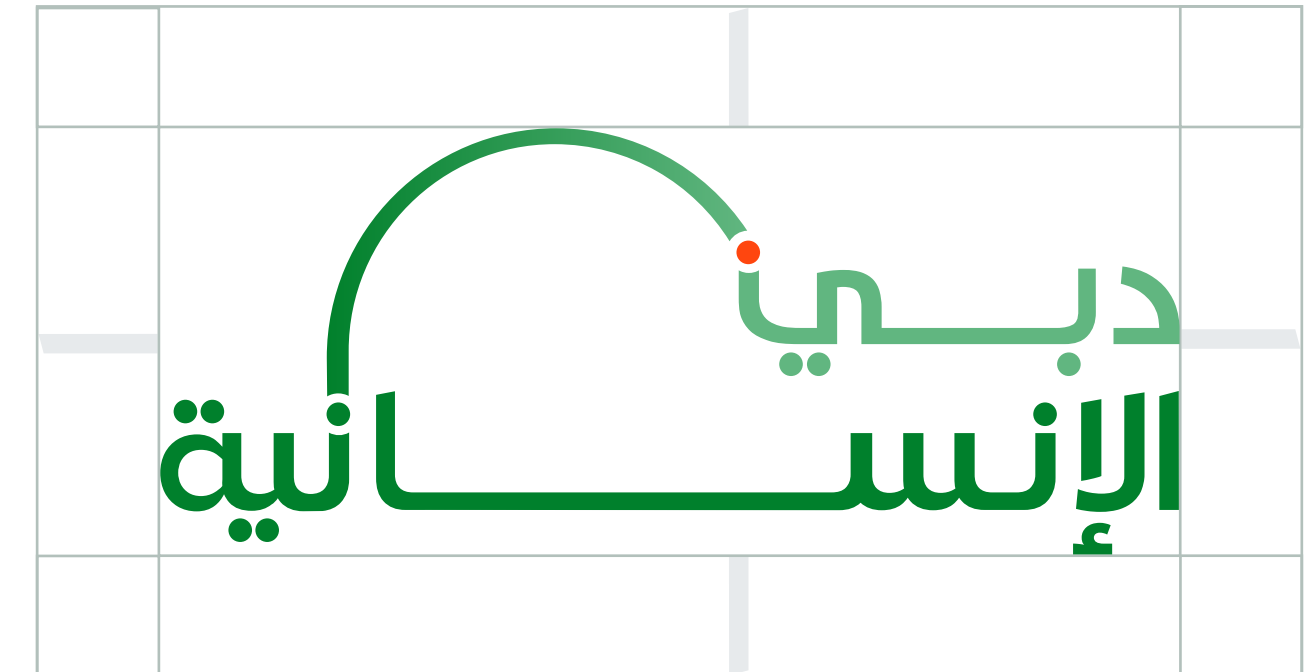
Visual Language

Clear Space & Minimum Sizes

The minimum clear space is defined by the length of a letter found in the logo, as shown on this page.

Whenever possible, no other graphic elements should appear within this space.

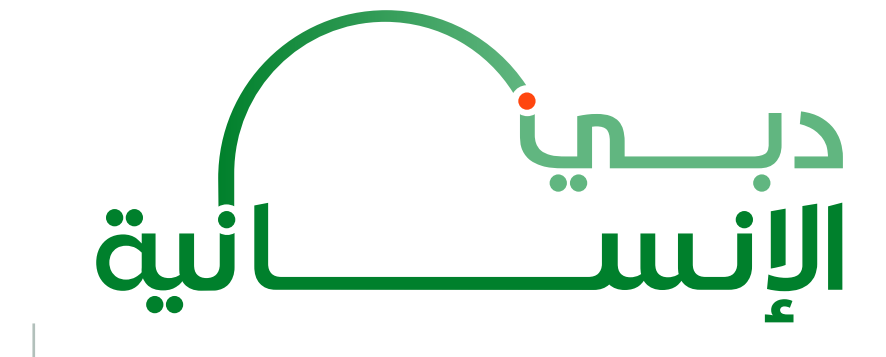
Clear Space



Minimum Sizes



40 mm - 280 pixels



40 mm - 280 pixels

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Image Style

Visual Language

Co-branding

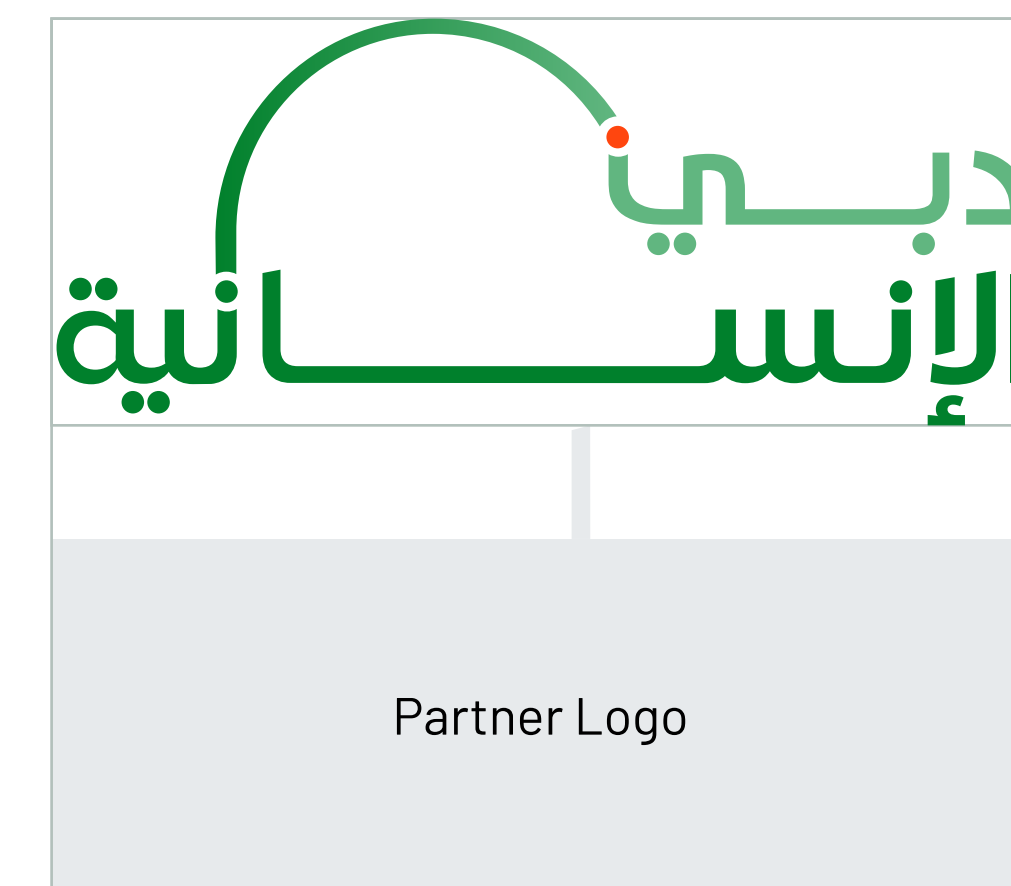
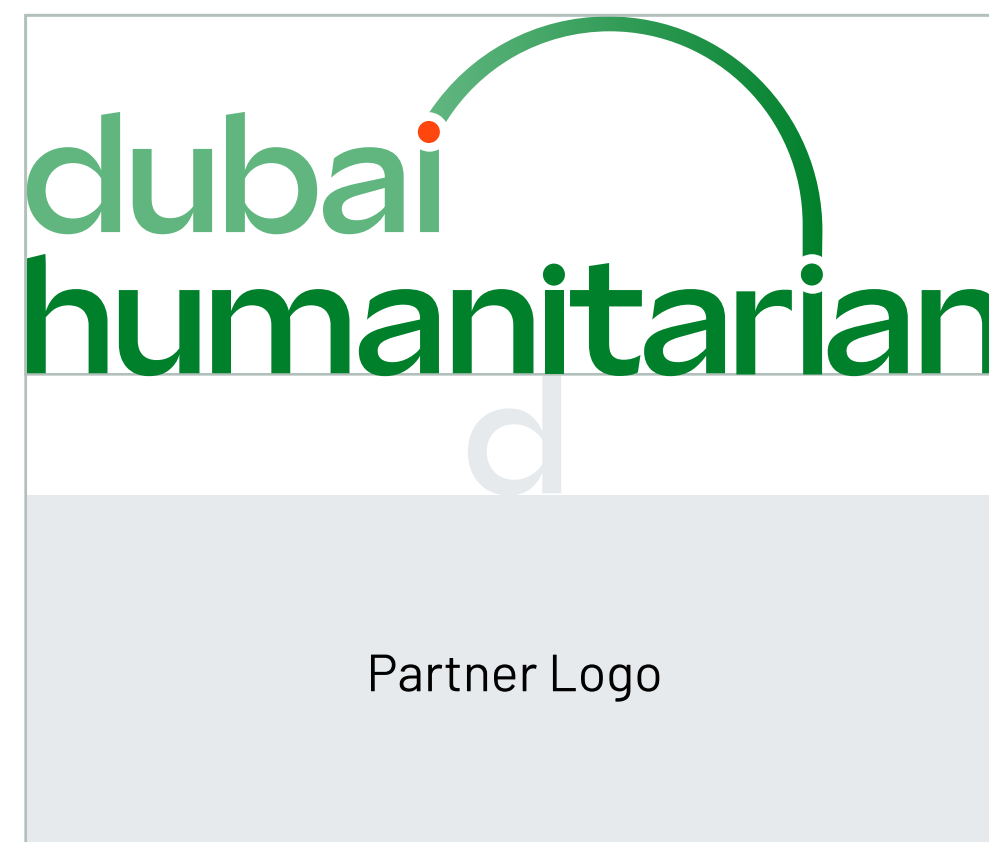
In the event of a partnership, the other company's logo can be placed to the right or below the Dubai Humanitarian logo.

The minimum clear/safe space between the logos should always be adhered to.

Horizontal



Vertical



02. Brand Assets

Logo

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Iconography

Graphic Language

Image Style

Visual Language

Co-branding Wall
on a dark grey background



02. Brand Assets

Logo

Colour

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Typography

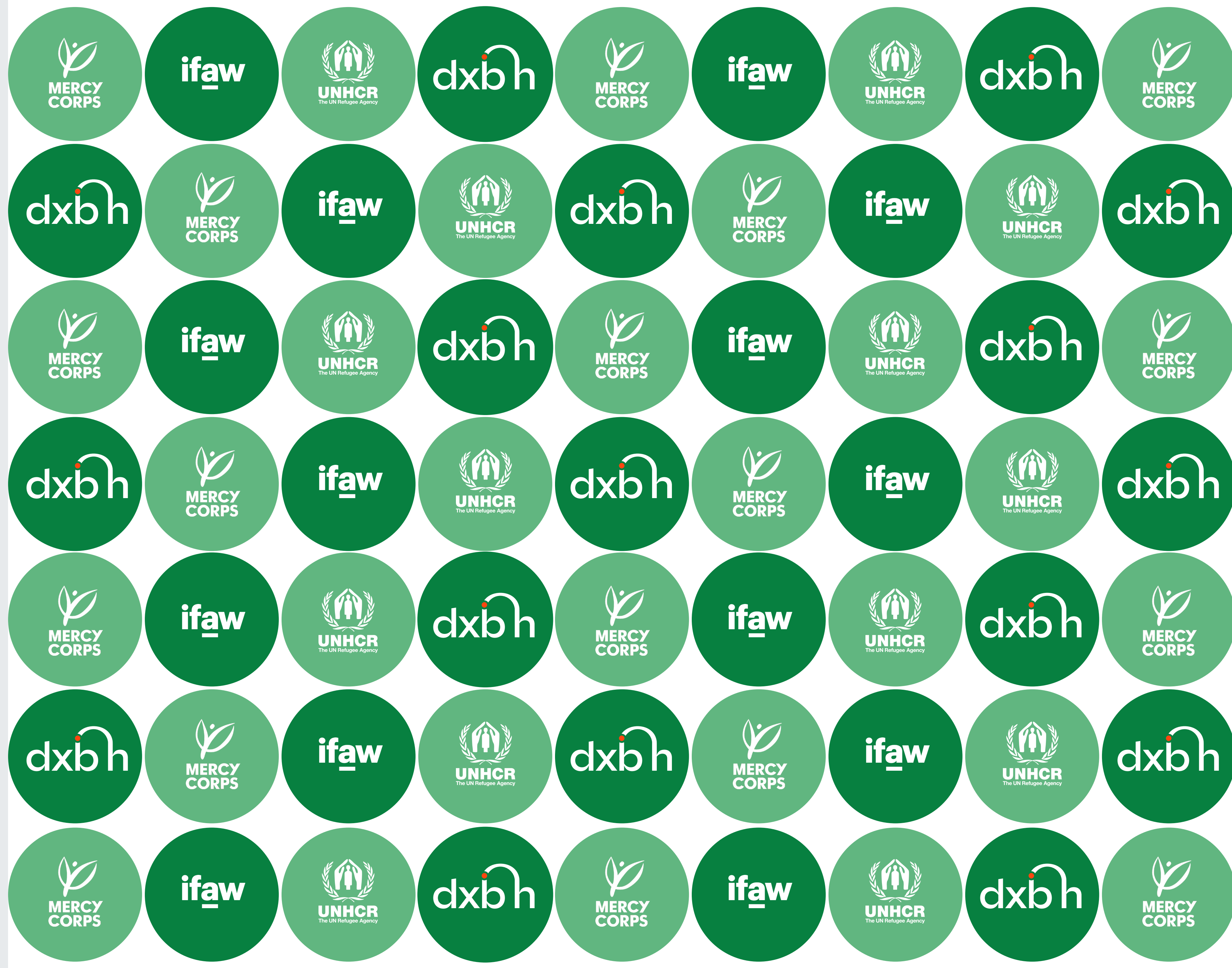
Iconography

Graphic Language

Image Style

Visual Language

Co-branding Wall
on a white background



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Primary & Secondary Colours

Colour provides the Dubai Humanitarian brand with a powerful means of identification. Please follow these specifications for all print and digital usage.

Primary Colors

356 C

7 / 23 / 100 / 10
0 / 128 / 43
#00802b

346 C

64 / 2 / 61 / 0
96 / 182 / 128
#61b680

172 C

0 / 82 / 90 / 0
225 / 70 / 18
#ff4612

Secondary Colors

130 C

0 / 39 / 95 / 0
247 / 168 / 0
#f7a800

5517 C

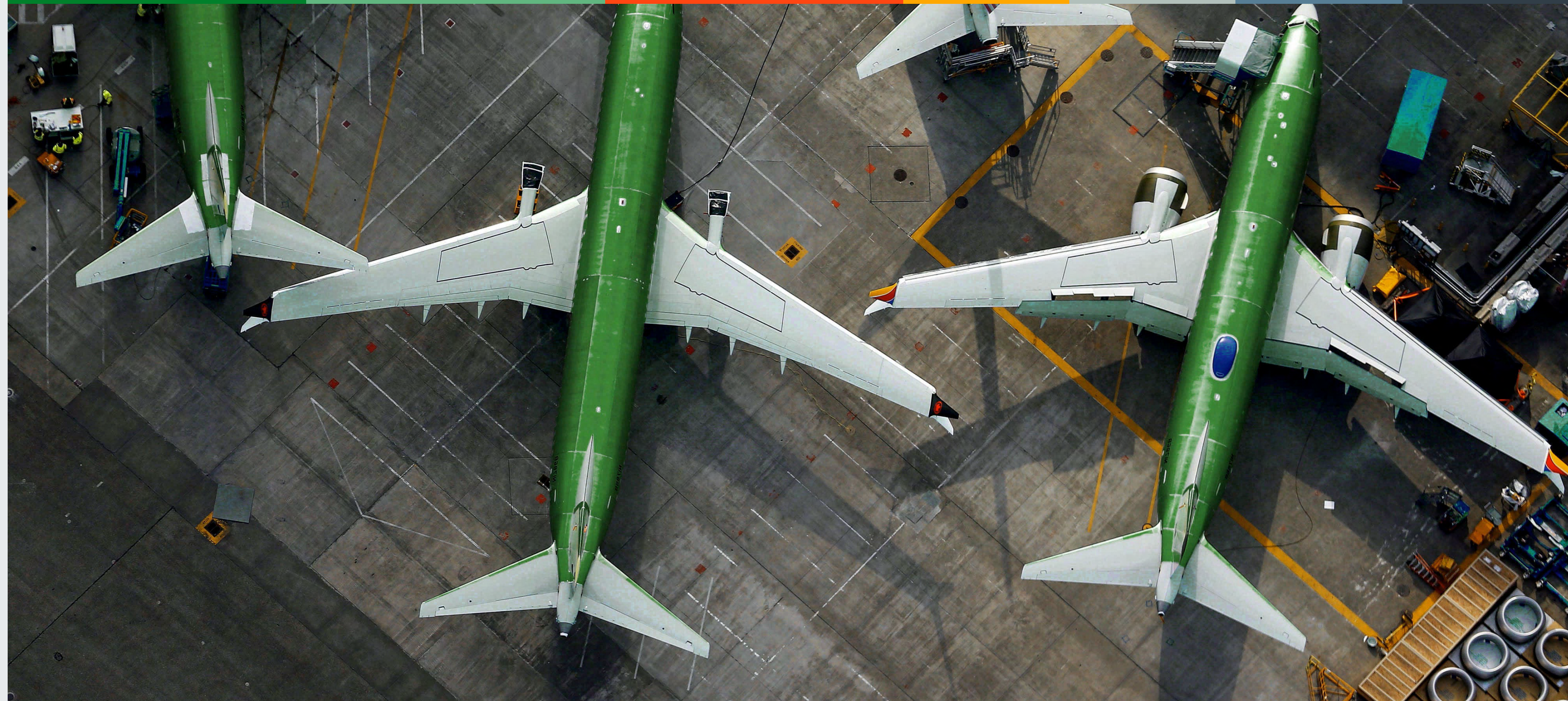
35 / 17 / 26 / 2
178 / 192 / 187
#b2c0bb

4515 C

67 / 38 / 29 / 11
93 / 126 / 149
#5d7e95

432 C

77 / 57 / 48 / 48
52 / 67 / 76
#34434c



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English Typeface

The typefaces have been carefully selected to strengthen the recognition of the Dubai Humanitarian brand. Used consistently, they create a powerful and instantly recognisable typographic style that combines sans serif and serif typefaces.

The English typeface is Barlow Bold for headlines and Noto Serif for subheadlines and body copy which are google fonts that have been designed for print and digital use.

Headline style - Barlow Bold

This is a headline

Sub-head style - Noto Serif Regular

This is a subhead

Body copy style - Noto Serif Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrum exercitationem ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

02. Brand Assets

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Arabic Typeface

The typefaces have been carefully selected to strengthen the recognition of the Dubai Humanitarian brand. Used consistently, they create a powerful and instantly recognisable typographic style.

The Arabic typeface is Bahij Helvetica Neue Bold for headlines and TheMixArab for subheadlines and body copy designed for print and digital use.

Headline style - Bahij Helvetica Neue Bold

هذا هو العنوان

Sub-head style - TheMixArab Regular

هذا عنوان فرعي

Body copy style - TheMixArab Regular

تعتبر المدينة العالمية للخدمات الإنسانية المنطقة الحرة الإنسانية الوحيدة غير الربحية والمستقلة، وتستضيف مجتمعًا متنوعًا من 87 عضوًا بما في ذلك منظمات الأمم المتحدة، والمنظمات الدولية غير الحكومية، والمنظمات الحكومية الدولية، والشركات التجارية. يتكون المجتمع الإنساني الدولي في دبي من حوالي 500 شخص يمثلون أكثر من 68 جنسية.

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Databank icons

The icons have been developed incorporating the circle from the 'dubai humanitarian' logo. They can be used on a variety of applications from printed collateral, uniforms to web.



Protection



Water & Sanitization



Emergency Telecom



Shelter



Logistics



Food Security



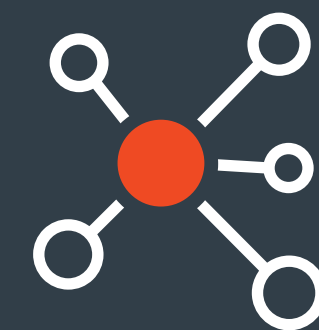
Health



Education



Location



Connection



Male



Female

02. Brand Assets

Logo

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Typography

Iconography

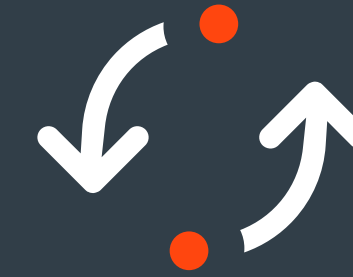
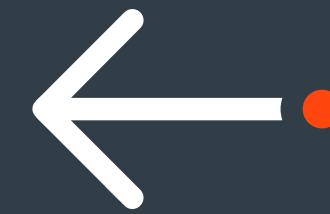
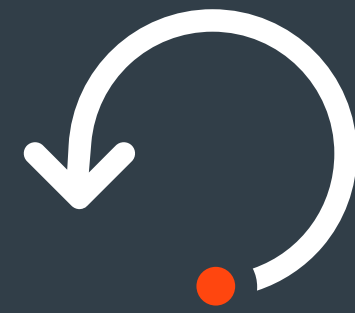
Graphic Language

Image Style

Visual Language

Directional icons

The icons have been developed incorporating the circle from the 'dubai humanitarian' logo. They can be used on a variety of applications from printed collateral, uniforms to web.



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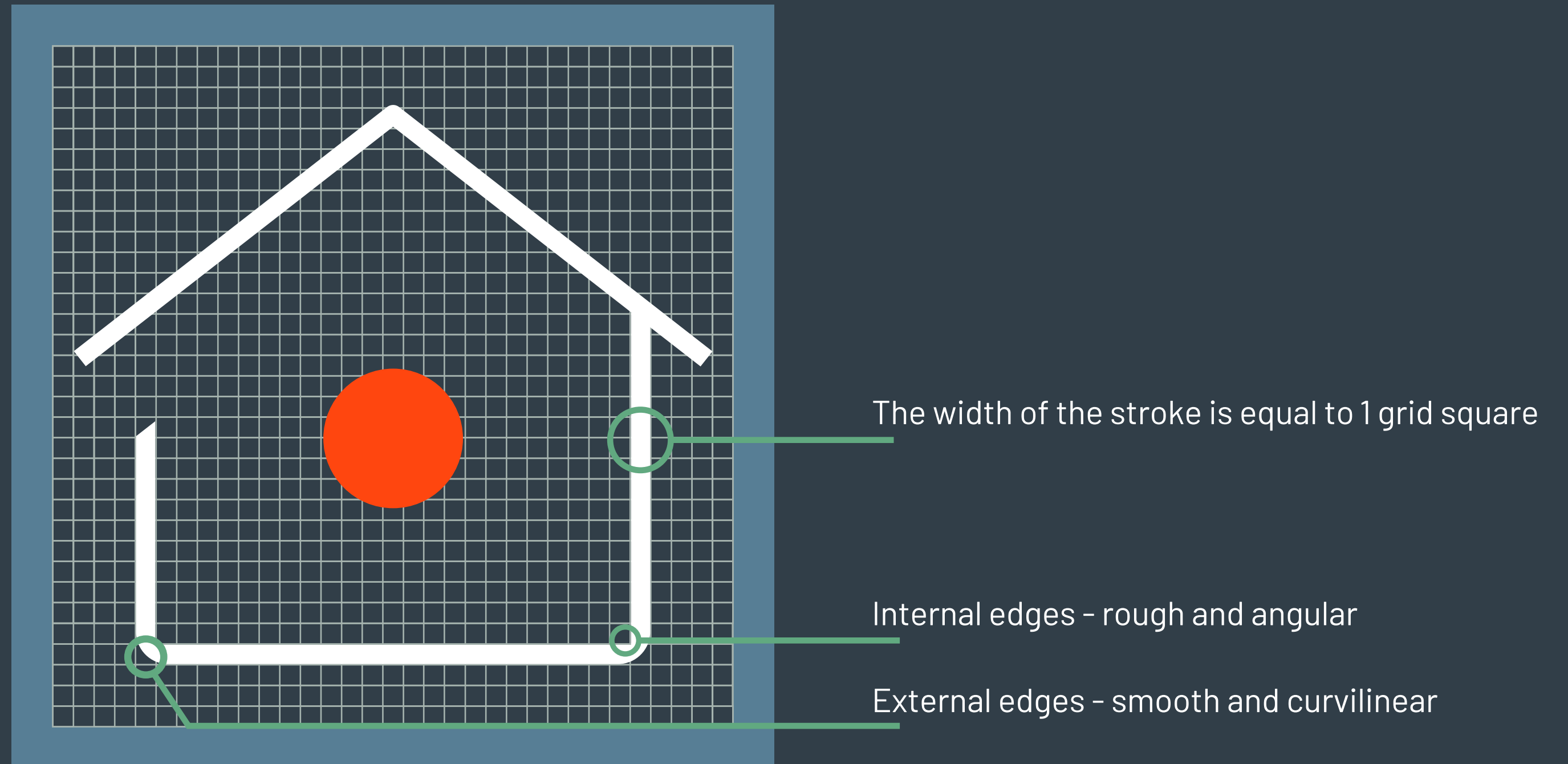
Image Style

Visual Language

Iconography

The icons are meticulously crafted to adhere to a structured grid system. This grid serves as the foundation upon which each icon is built, ensuring consistency, harmony, and scalability across all applications.

A distinctive hallmark of our brand's iconography is the incorporation of the red dot. It serves as a unifying element that ties our icons together, reinforcing our brand's identity. The inclusion of this red dot in future icon designs is mandatory.



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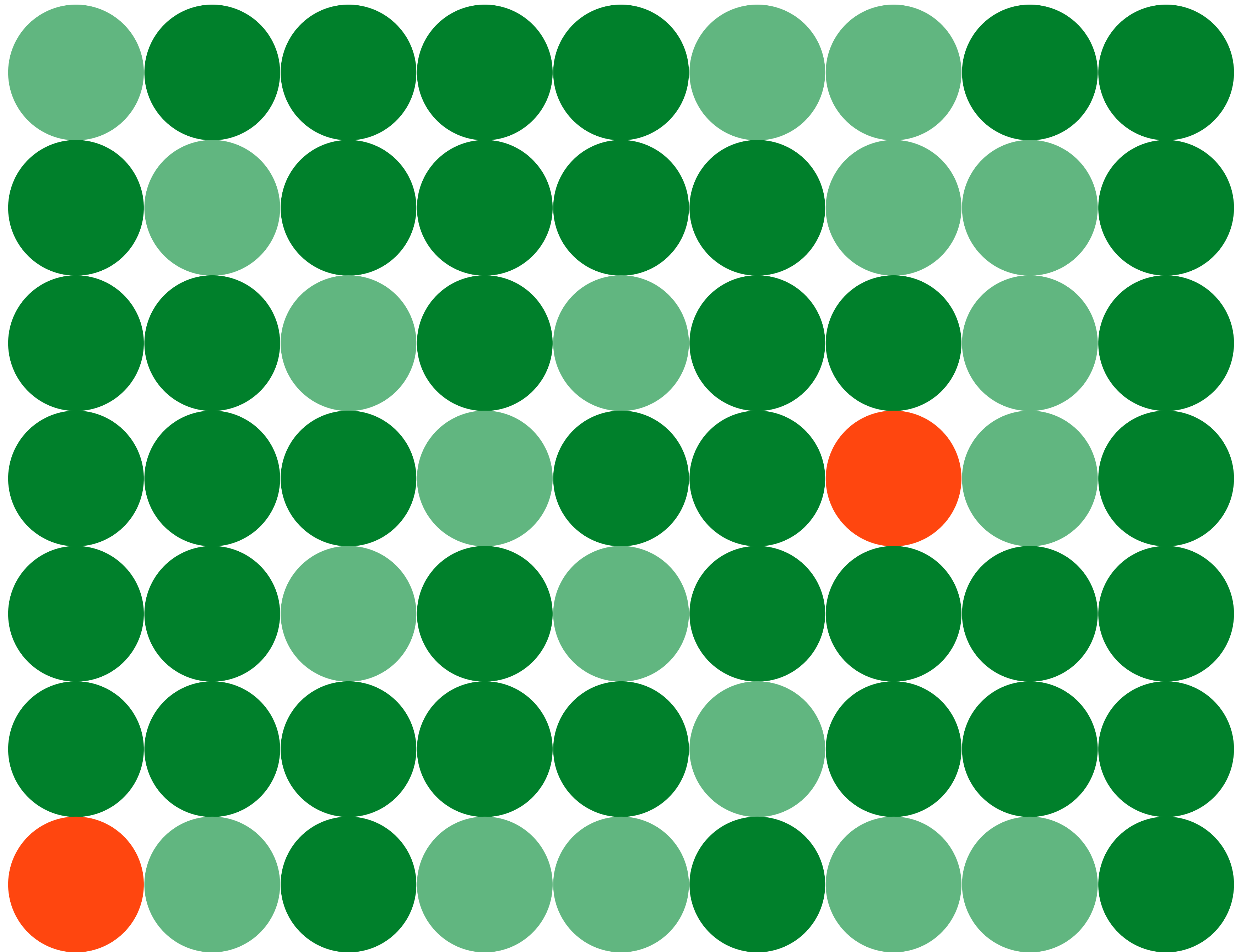
Iconography

Graphic Language

Image Style

Visual Language

The circle grid is the base of all
dubai humanitarian's graphic
language



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Typography

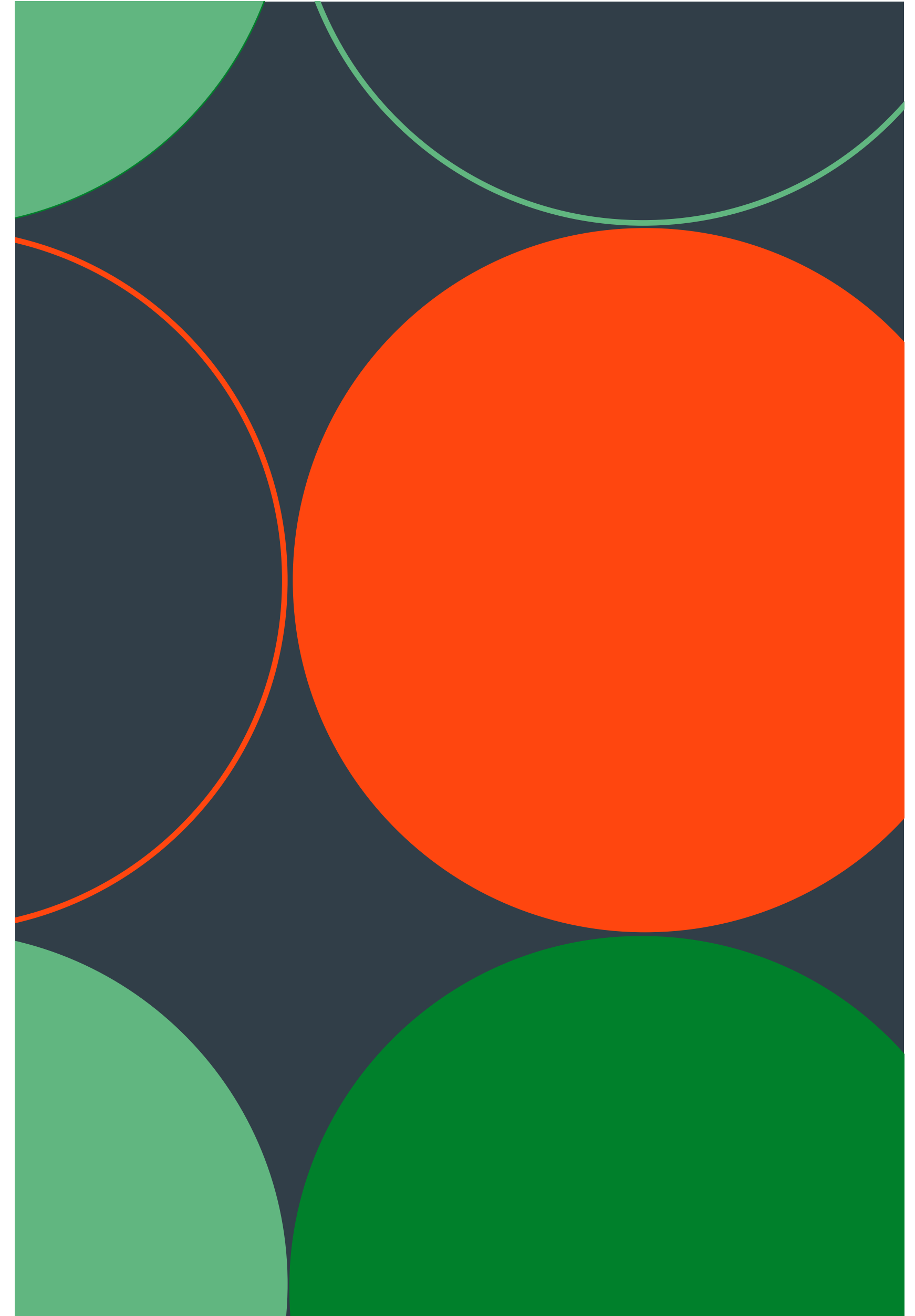
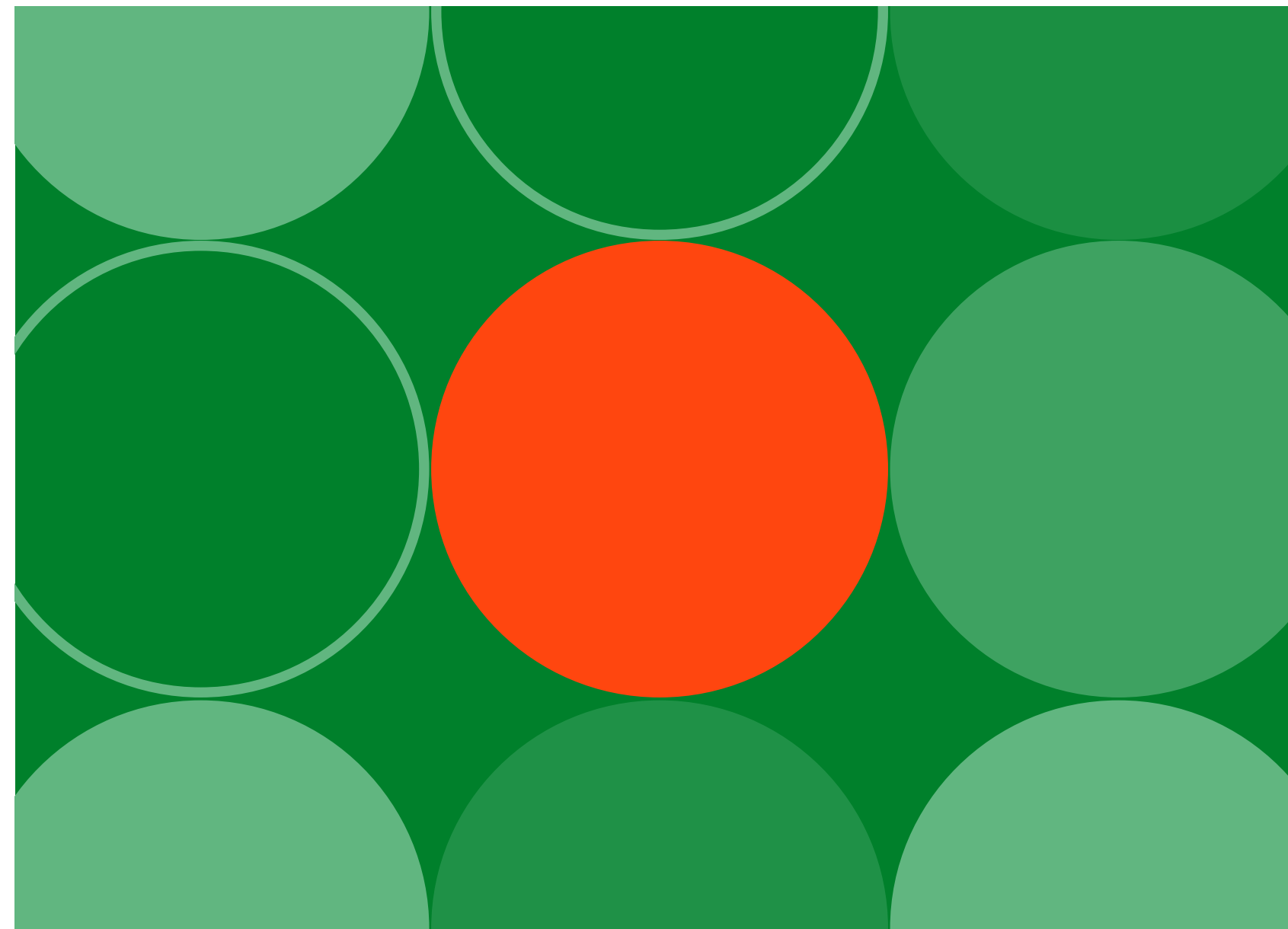
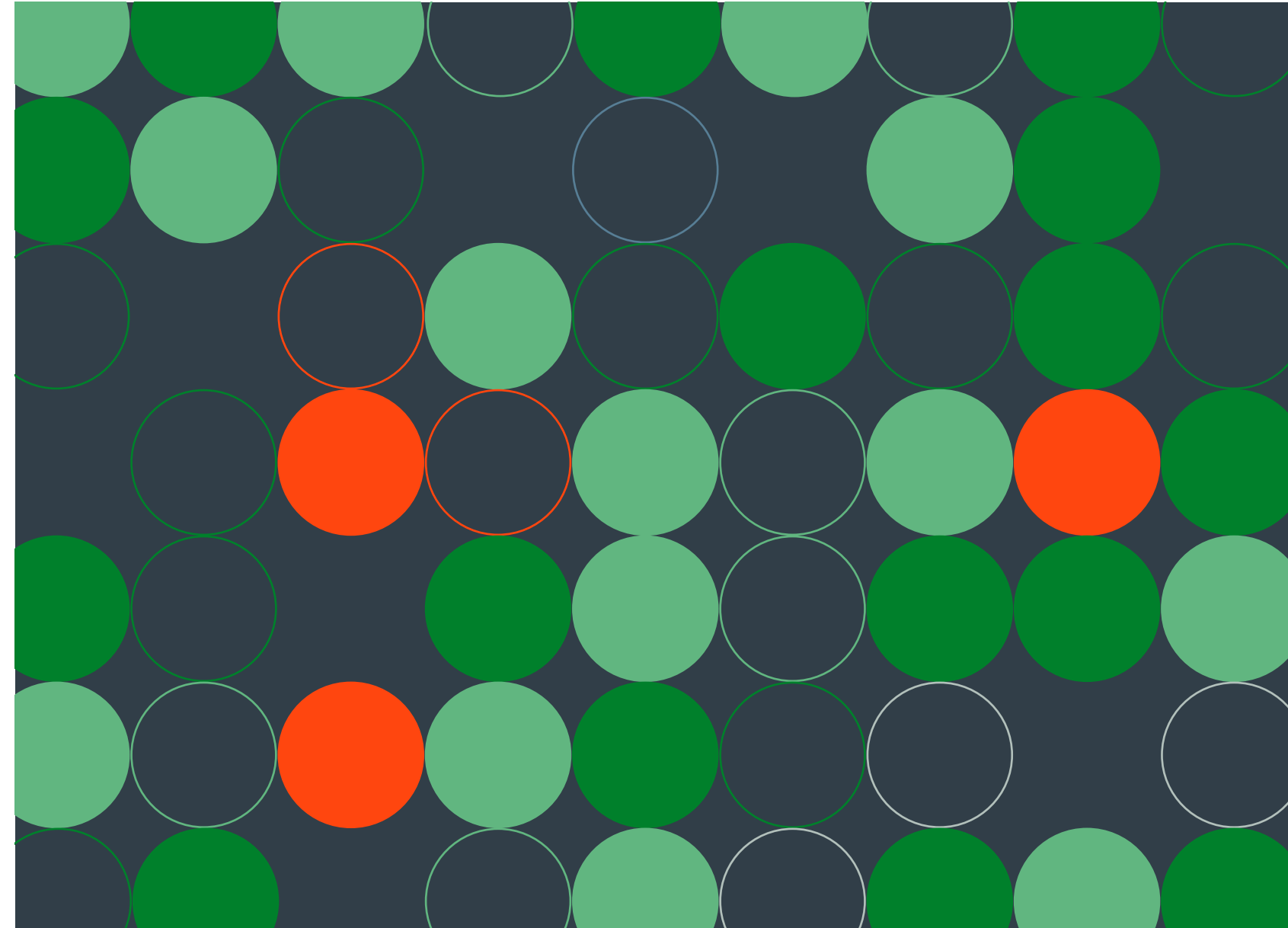
Iconography

Graphic Language

Image Style

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Patterns



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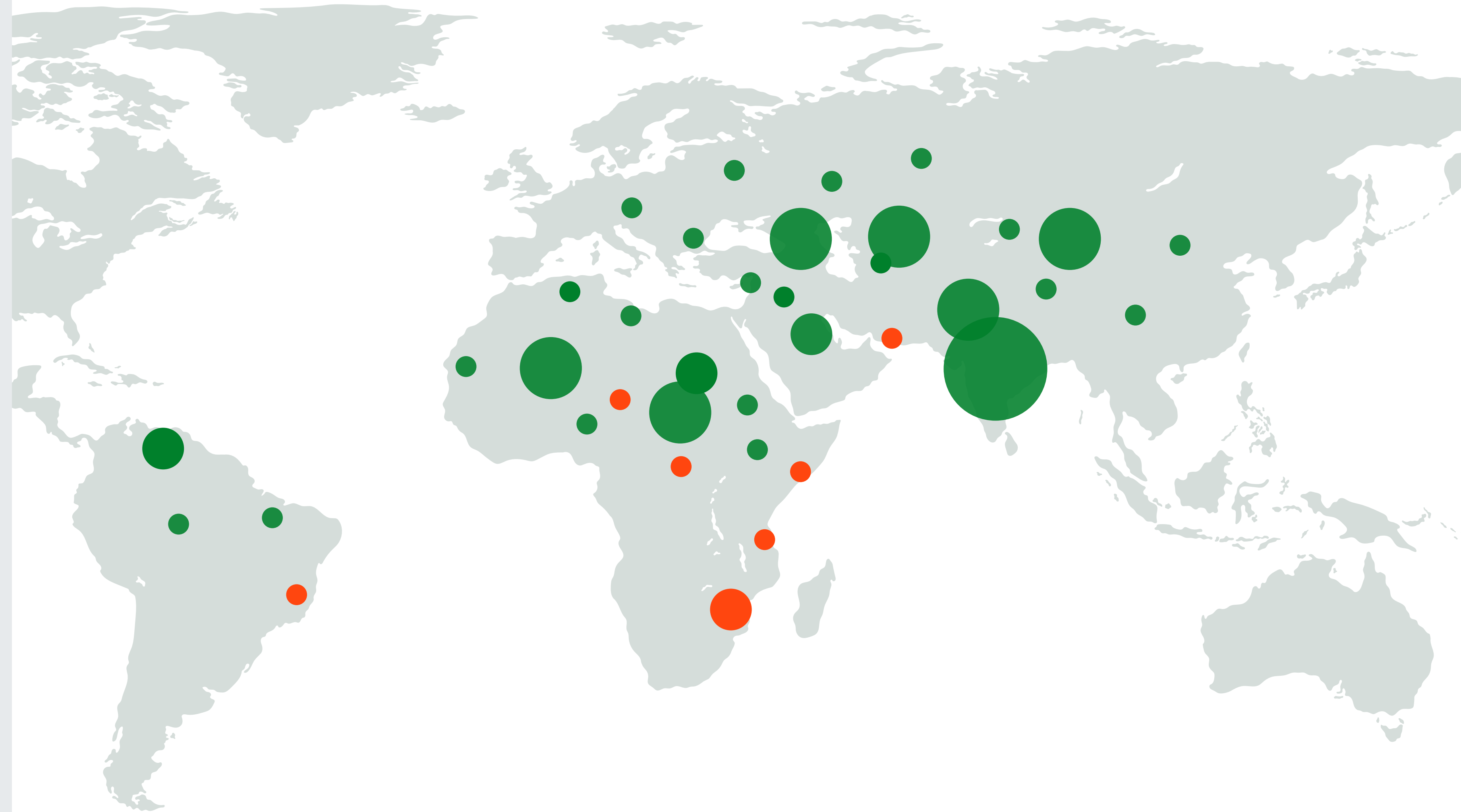
Iconography

Graphic Language

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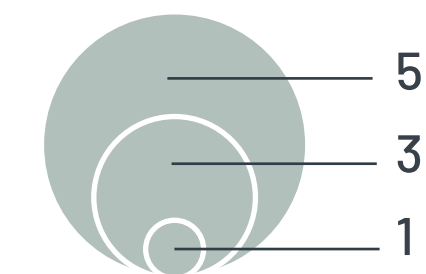
Data Visualization



● Flights

● Sea Shipments

Number of shipments



02. Brand Assets

- Logo
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Humanity



02. Brand Assets

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Logistics



02. Brand Assets

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Collaboration



02. Brand Assets

Logo

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Typography

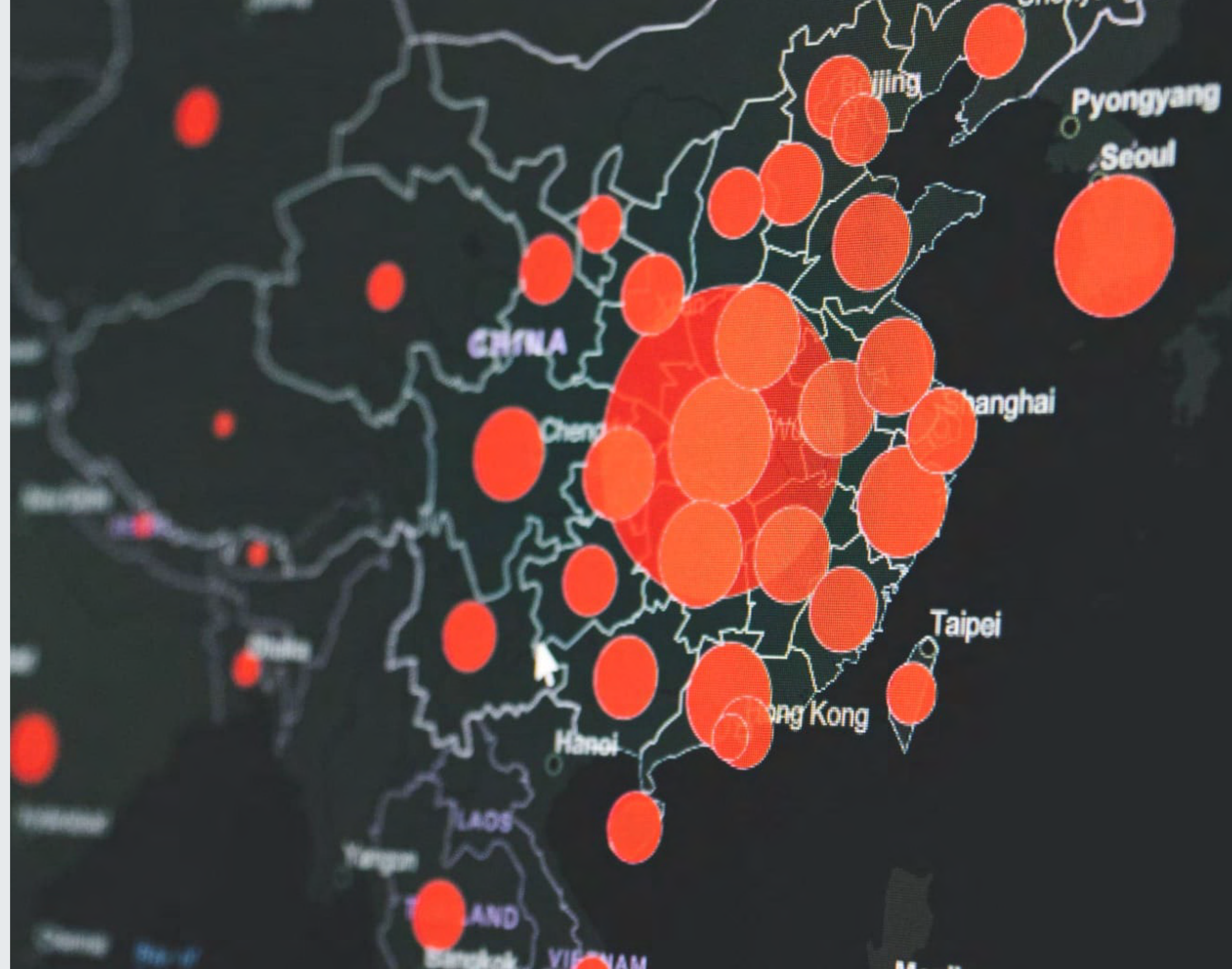
Iconography

Graphic Language

Image Style

Visual Language

Technology



02. Brand Assets

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Image Style

Visual Language

together
for humanity

dubai
humanitarian



02. Brand Assets

Logo

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Brand Extentions

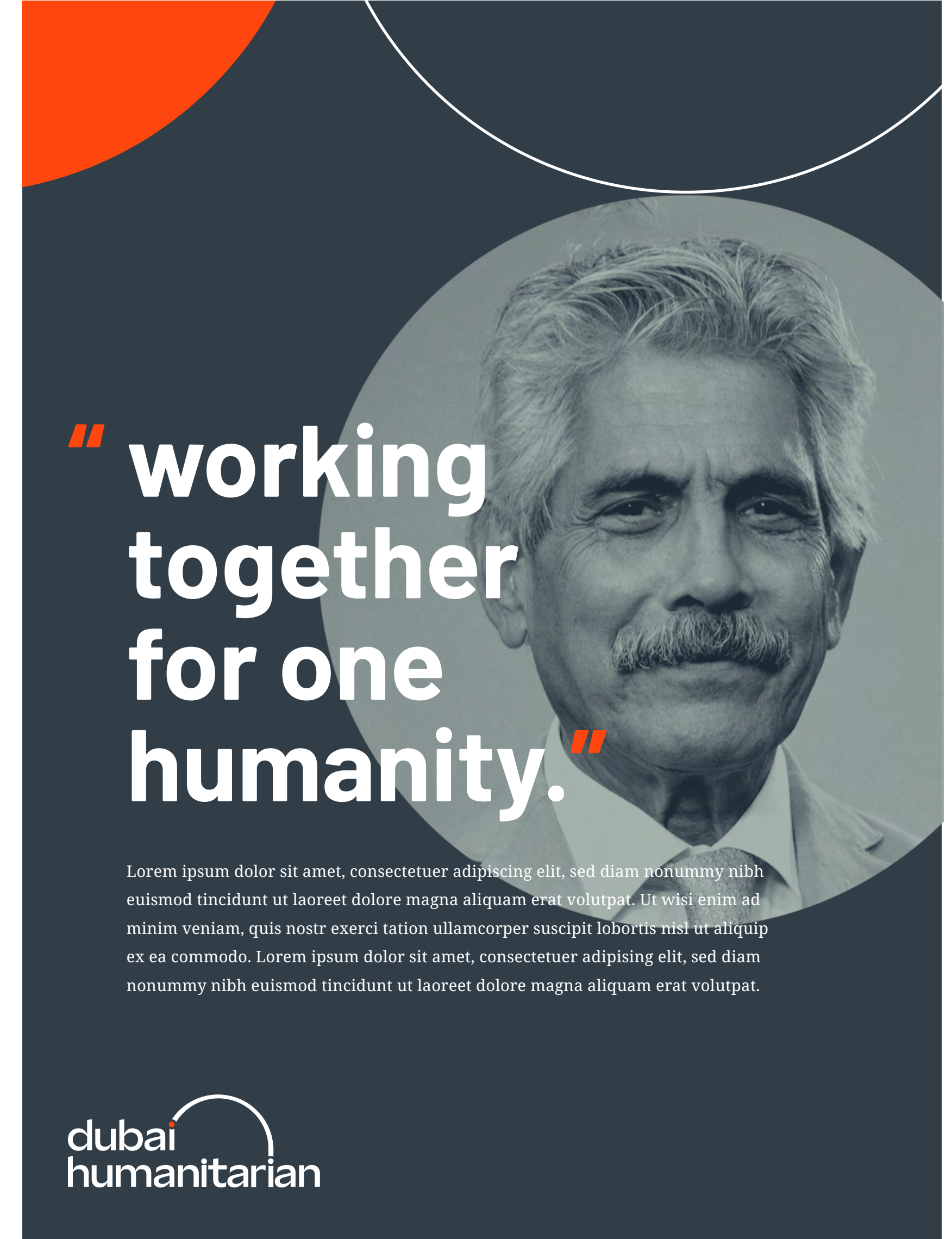
Typography

Iconography

Graphic Language

Image Style

Visual Language





dubai
humanitarian

03.
Brand Touchpoints

03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

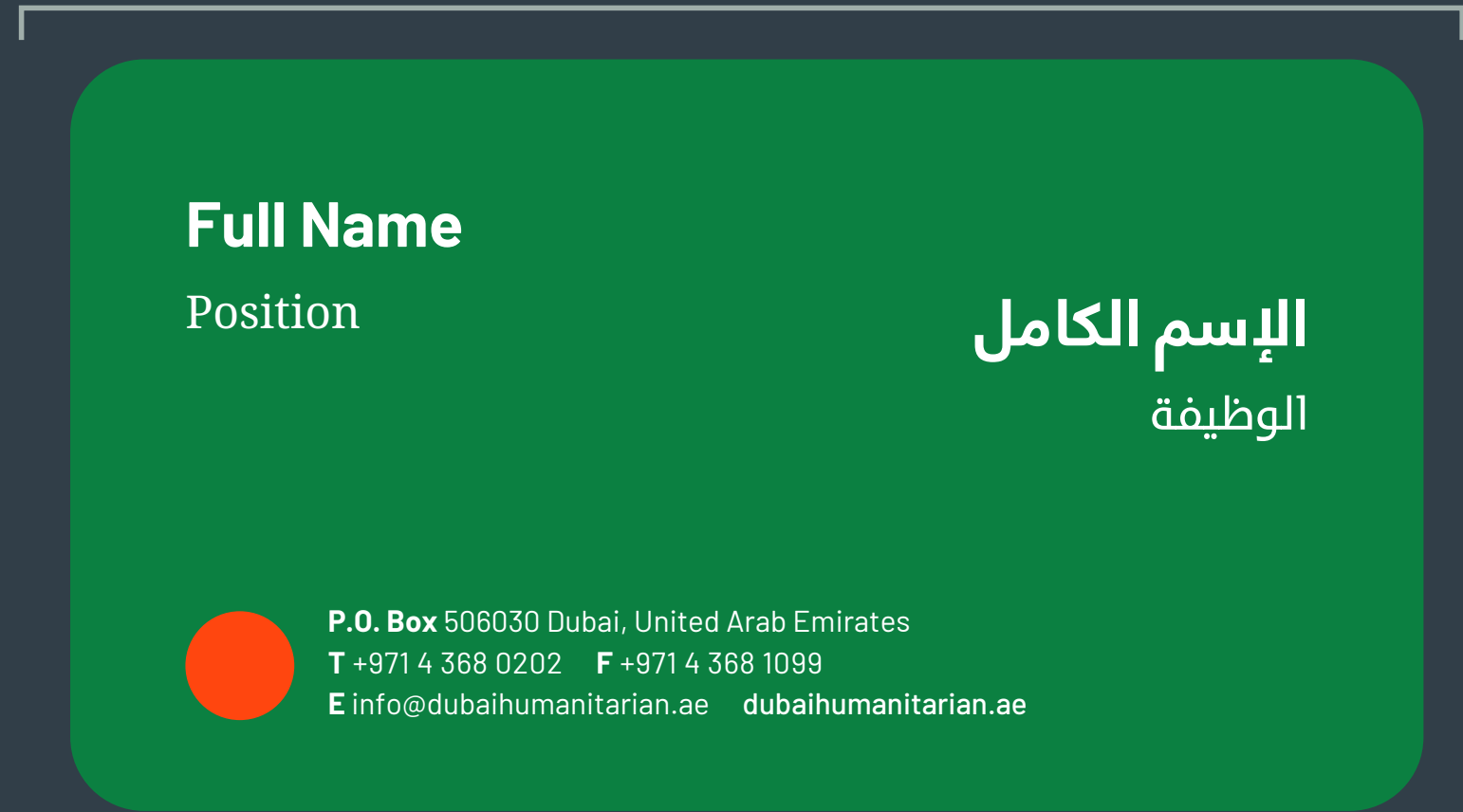
Branded Items

Business Card

5 cm



9 cm



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

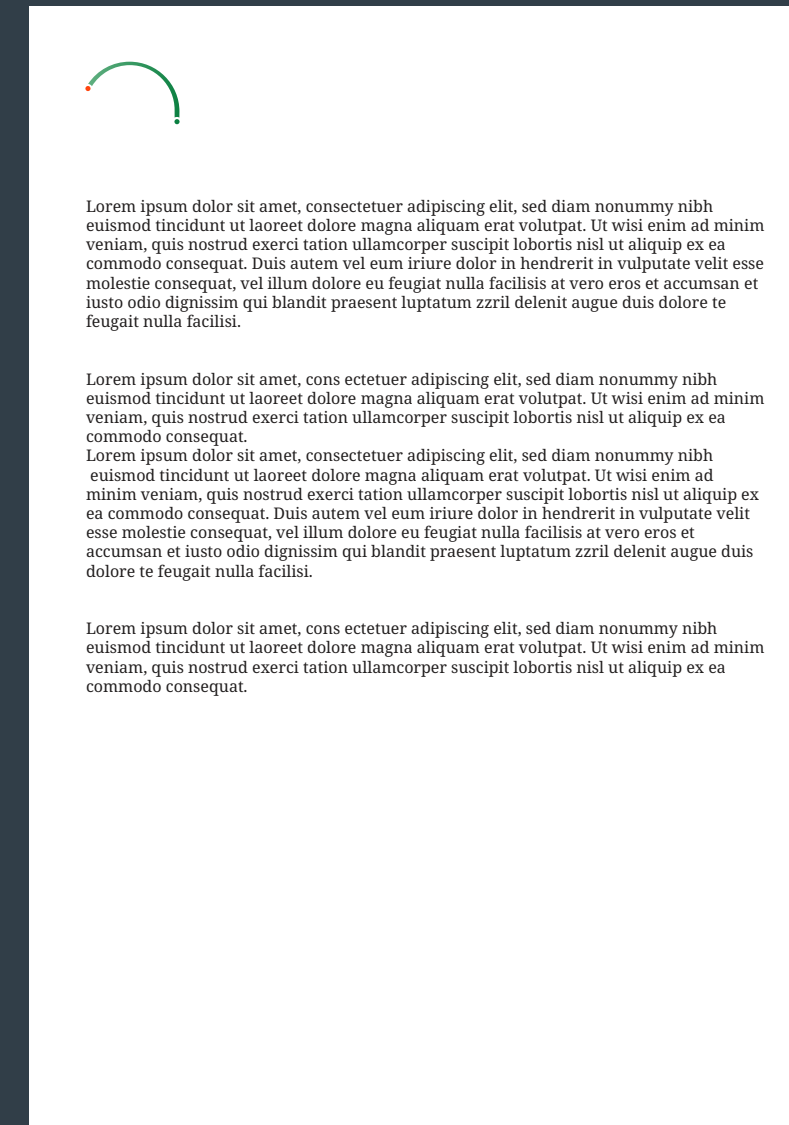
Branded Items

Letterhead

A4



Front page



Continuation page



Back page



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

DL Envelope



03. Brand Touchpoints

Stationery

Digital Items

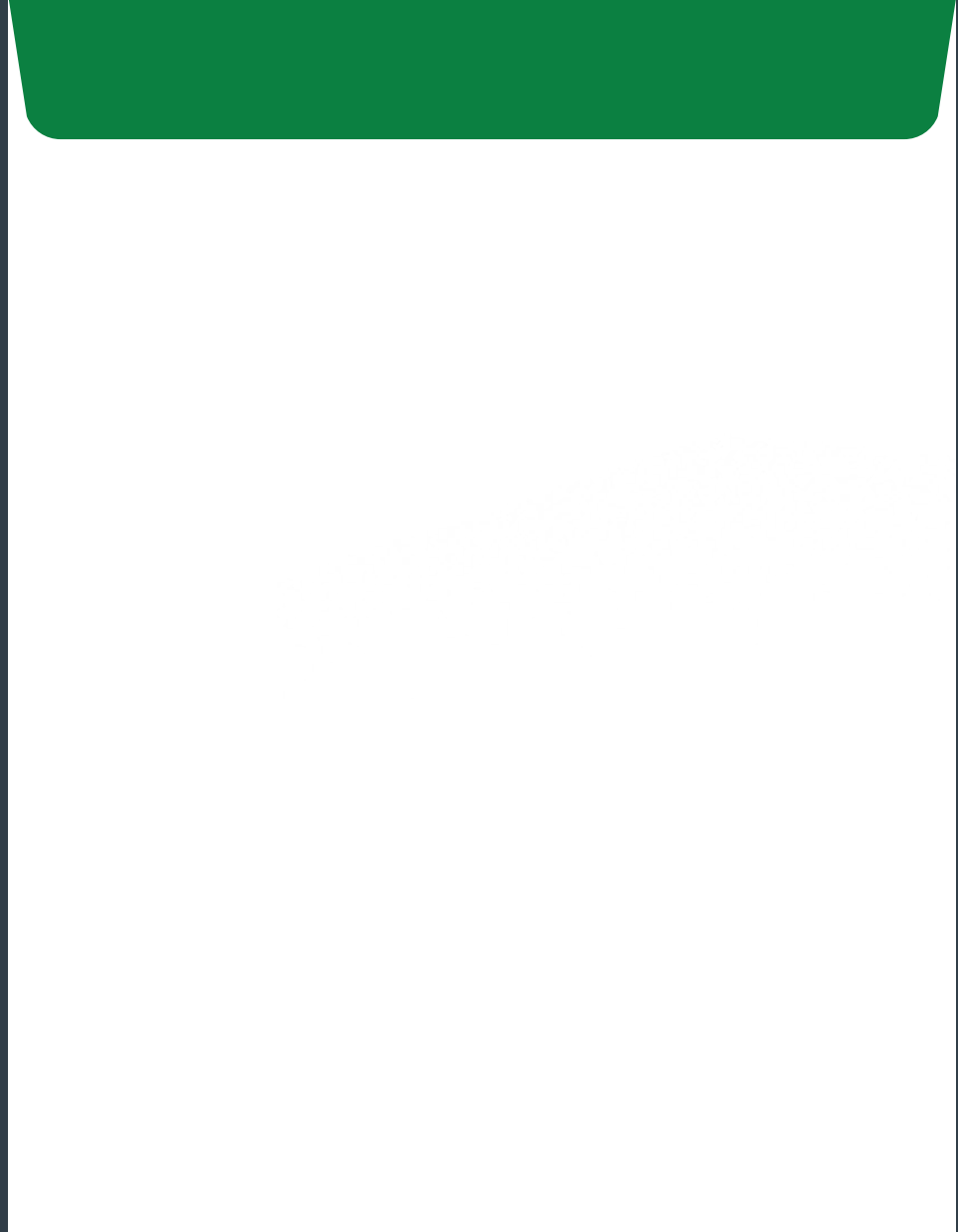
Signage

Uniforms

Comms Templates

Branded Items

A3 & A4 Envelopes



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

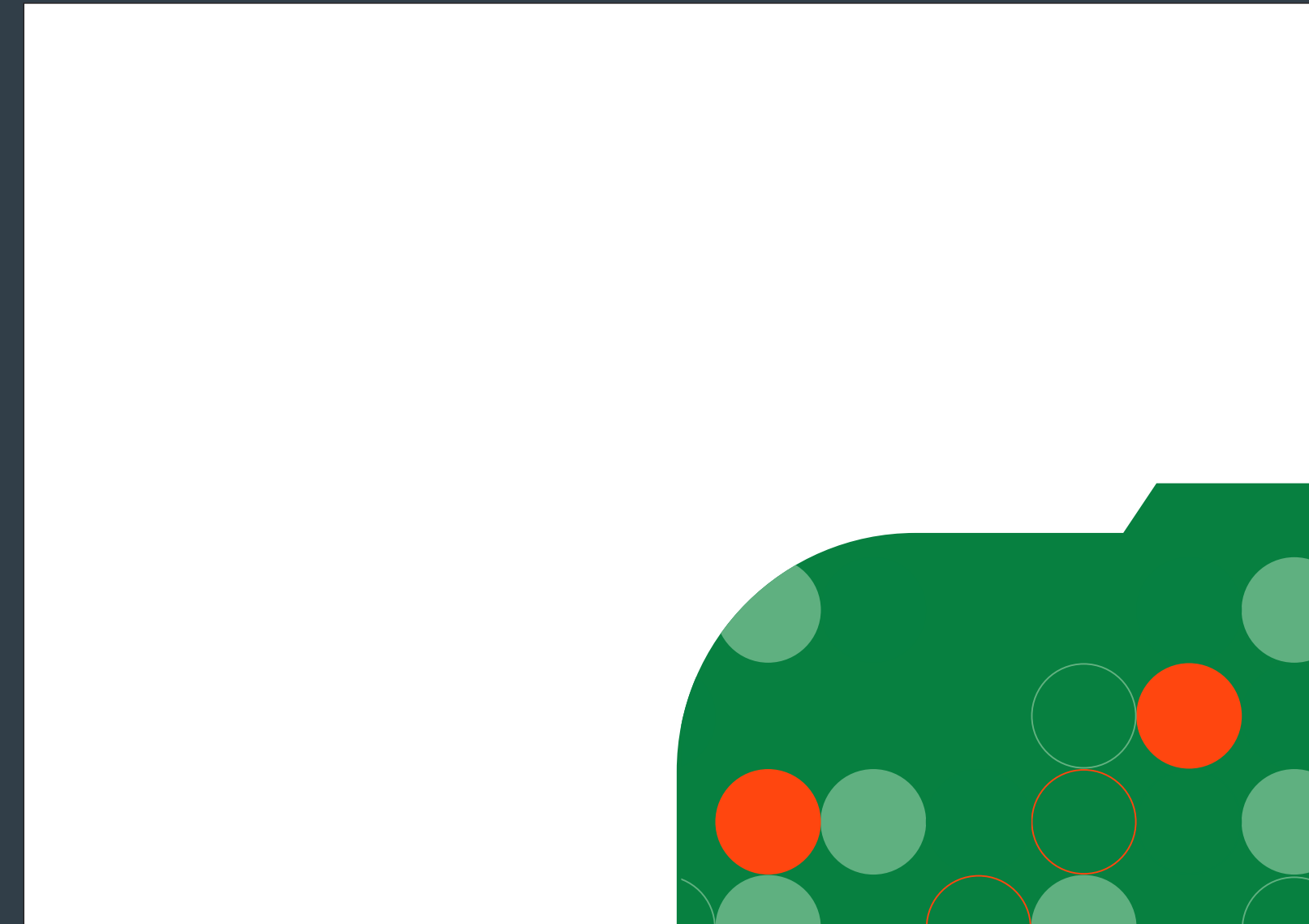
Branded Items

Paper folder

Cover



Inside



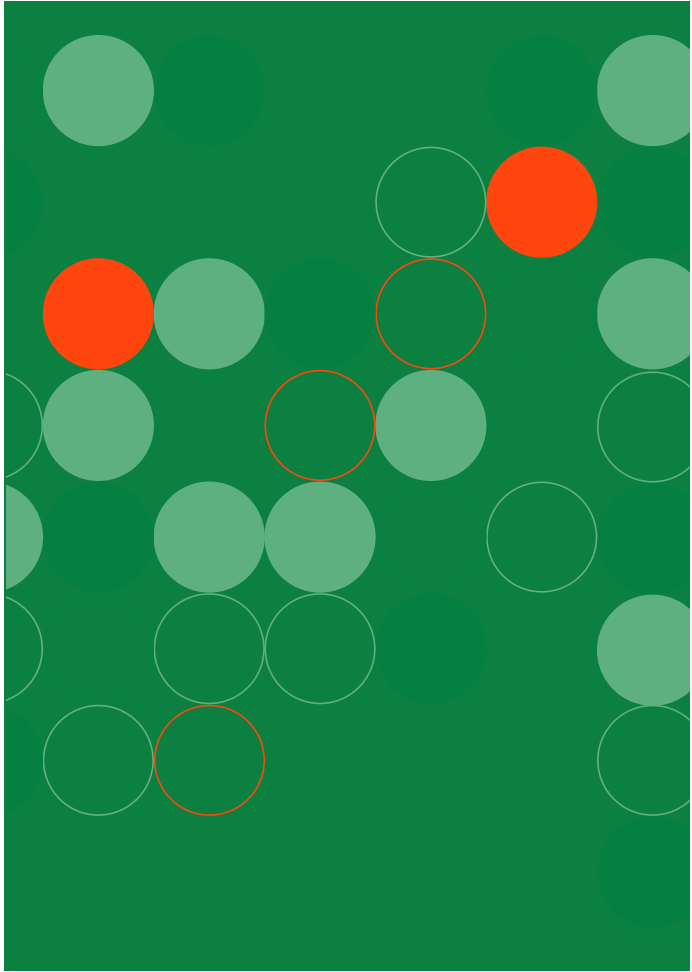
03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items

Notebook & Pen



Front page



Back page



03. Brand Touchpoints

Stationery

Digital Items

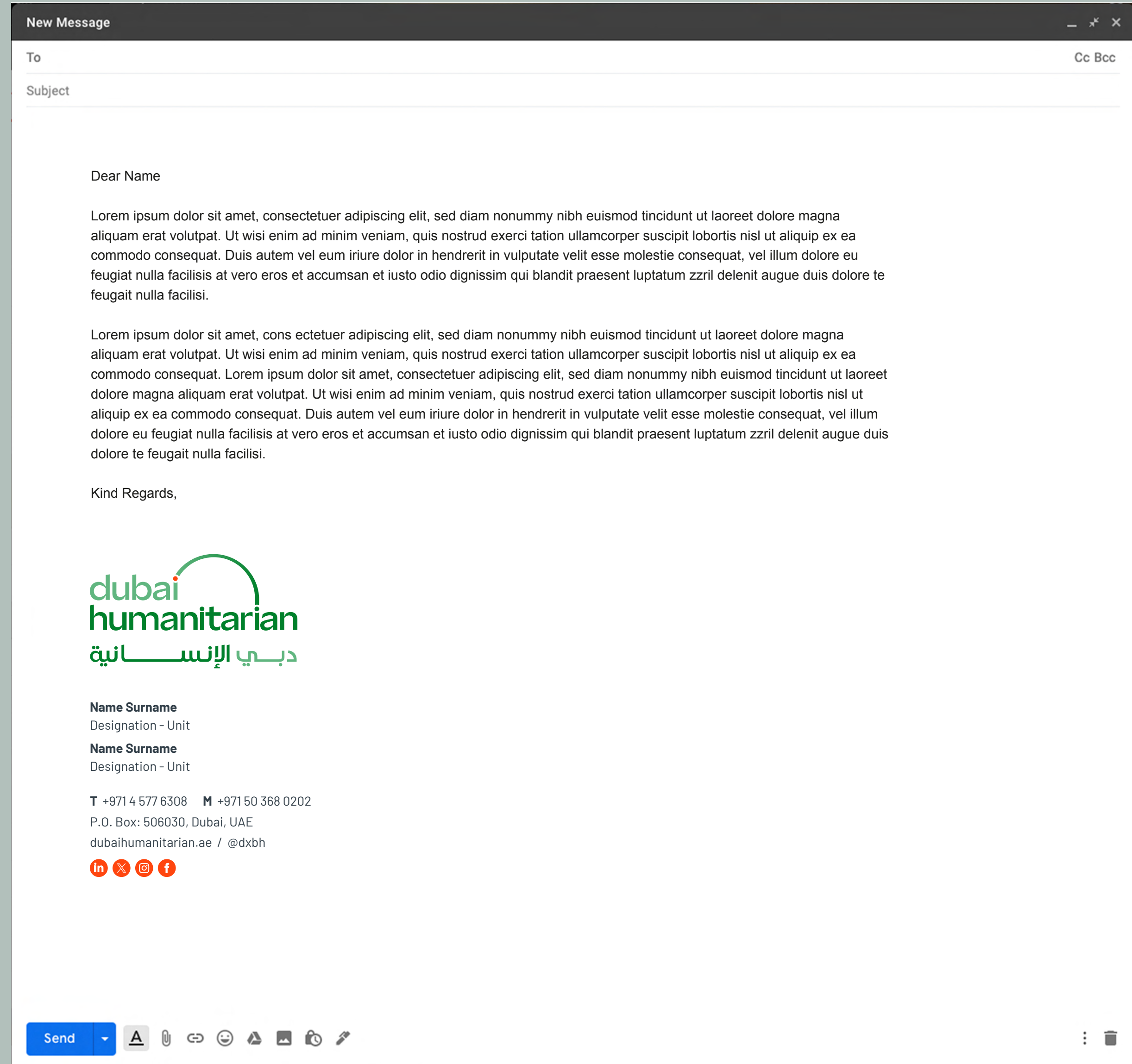
Signage

Uniforms

Comms Templates

Branded Items

Email Signature



02. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Certificate of Incorporation



02. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Emailer



Dubai humanitarian launches urgent relief airbridge

The operation is in preparation for and in response to the growing challenges brought about by the ongoing crisis in the region.



igniting hope worldwide



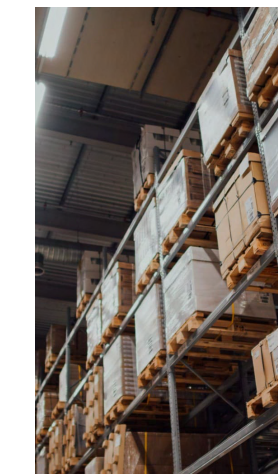
Dubai humanitarian launches urgent relief airbridge to Lebanon and Egypt

The operation is in preparation for and in response to the growing challenges brought about by the ongoing crisis in the region.



igniting hope worldwide

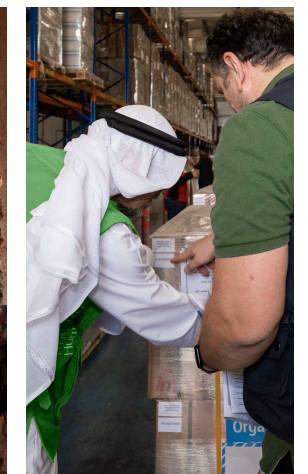
Title
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[Learn more.](#)



Title
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[Learn more.](#)



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02. Brand Touchpoints

Stationery

Digital Items

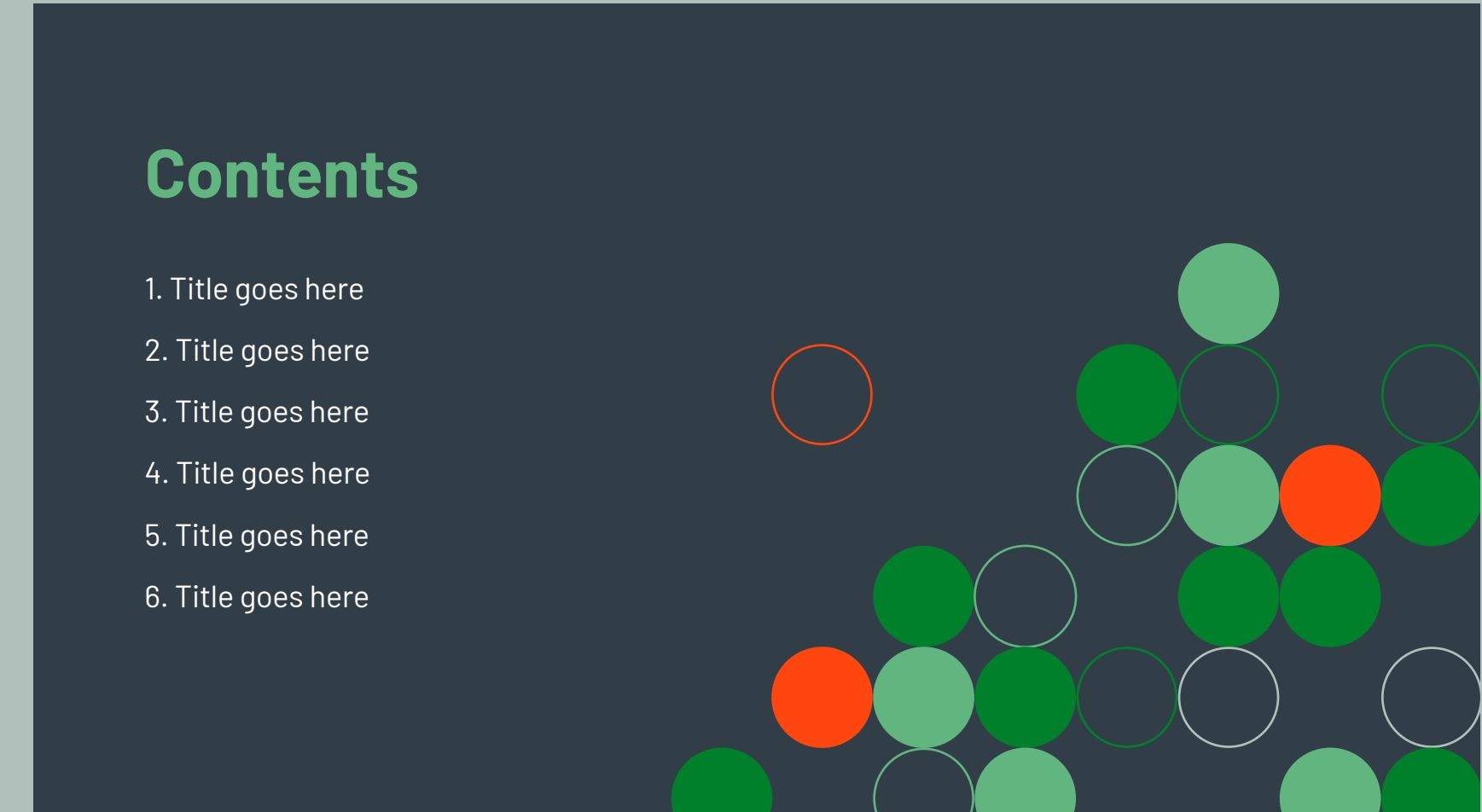
Signage

Uniforms

Comms Templates

Branded Items

Powerpoint Presentation



02. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items



Divider title goes here



Divider title goes here



Divider title goes here



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Powerpoint Presentation

02. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Powerpoint Presentation


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E info@dubaihumanitarian.ae
dubaihumanitarian.ae

02. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Website

The screenshot shows the Dubai Humanitarian website homepage. The header is green with the logo 'dubai humanitarian' and a search icon. The navigation menu includes Home, About dxbh, Humanitarian Services, Free Zone, Membership, Media Procurement, and Contact us. The main banner features a large orange circle with the text 'for humanity' over a background image of an airplane and humanitarian aid supplies. Below the banner are three columns of content, each with a placeholder image and text. The footer section is titled 'Dubai Humanitarian Members' and displays logos for various partners including UNDP, ICRC, DHL, ifaw, MERCY CORPS, and UNDSS. The bottom of the page contains contact information and social media links.

dubai humanitarian عربي

Home About dxbh Humanitarian Services Free Zone Membership Media Procurement Contact us

for humanity

A6-ENB

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Dubai Humanitarian Members

Dubai Humanitarian
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Quick links
About IHC
Our Services
IHC Members
Media
Careers
Site Map

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Dubai, United Arab Emirates
info@dubaihumanitarian.ae
T +97145776308

in x @ f

03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Exterior Signage



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Exterior Signage



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Exterior Signage



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Entrance wall - closeup



03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items

Vest



Front



Back

03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items

Vest



Front



Back

03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items

T-shirts



Front



Back

03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Cap



03. Brand Touchpoints

Stationery

Digital Items

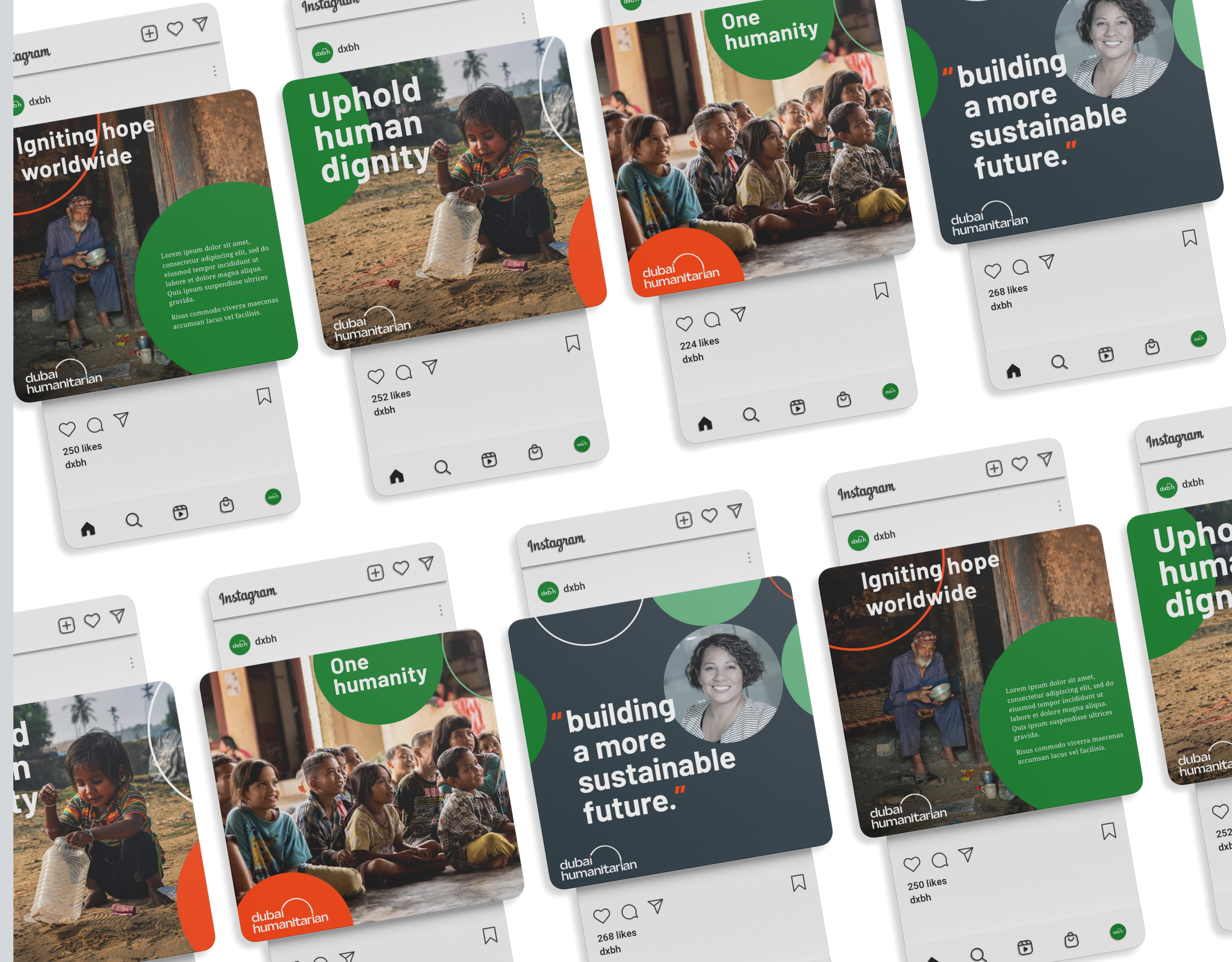
Signage

Uniforms

Comms Templates

Branded Items

Social Media



03. Brand Touchpoints

Stationery

Digital Items

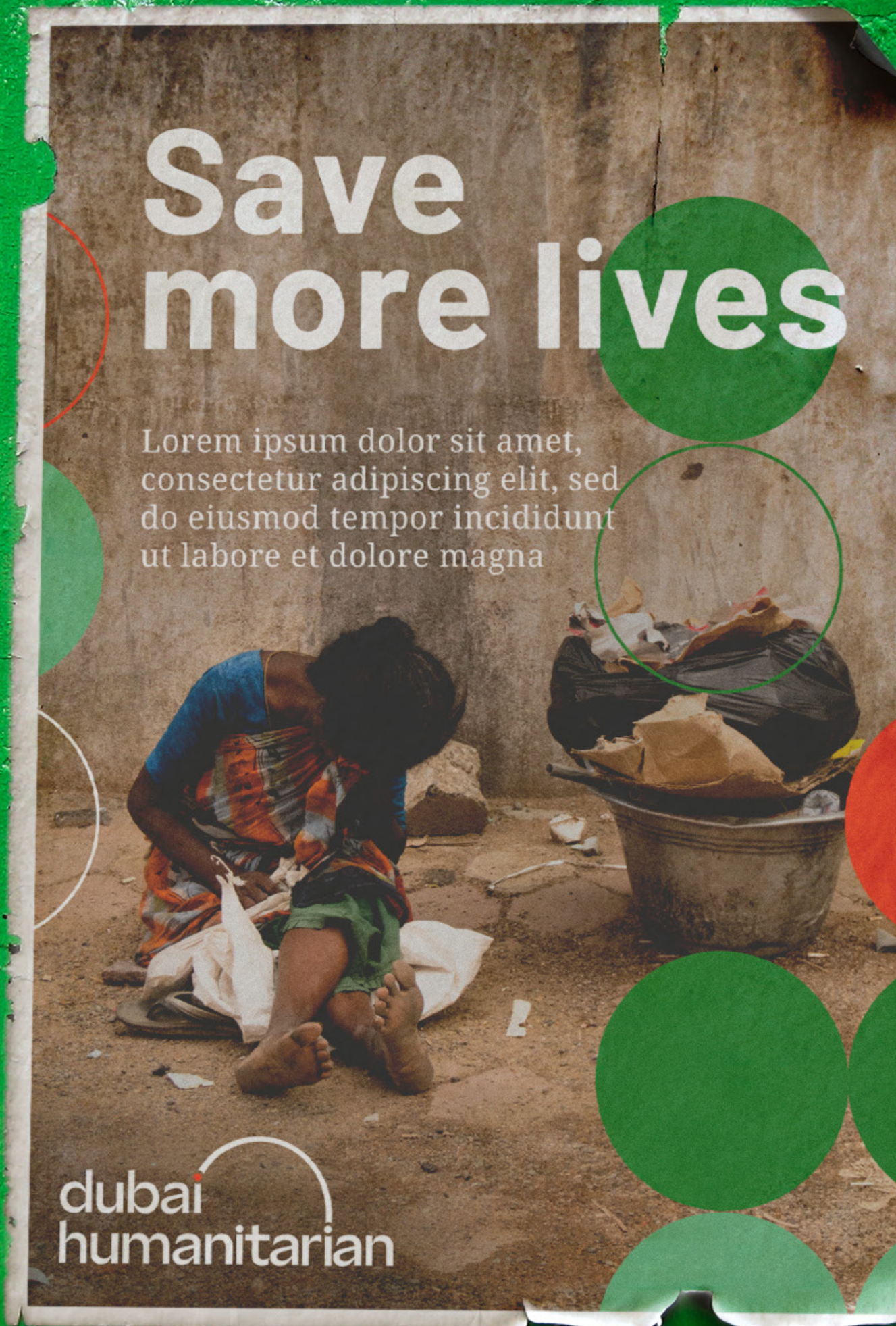
Signage

Uniforms

Comms Templates

Branded Items

Posters



03. Brand Touchpoints

Stationery

Digital Items

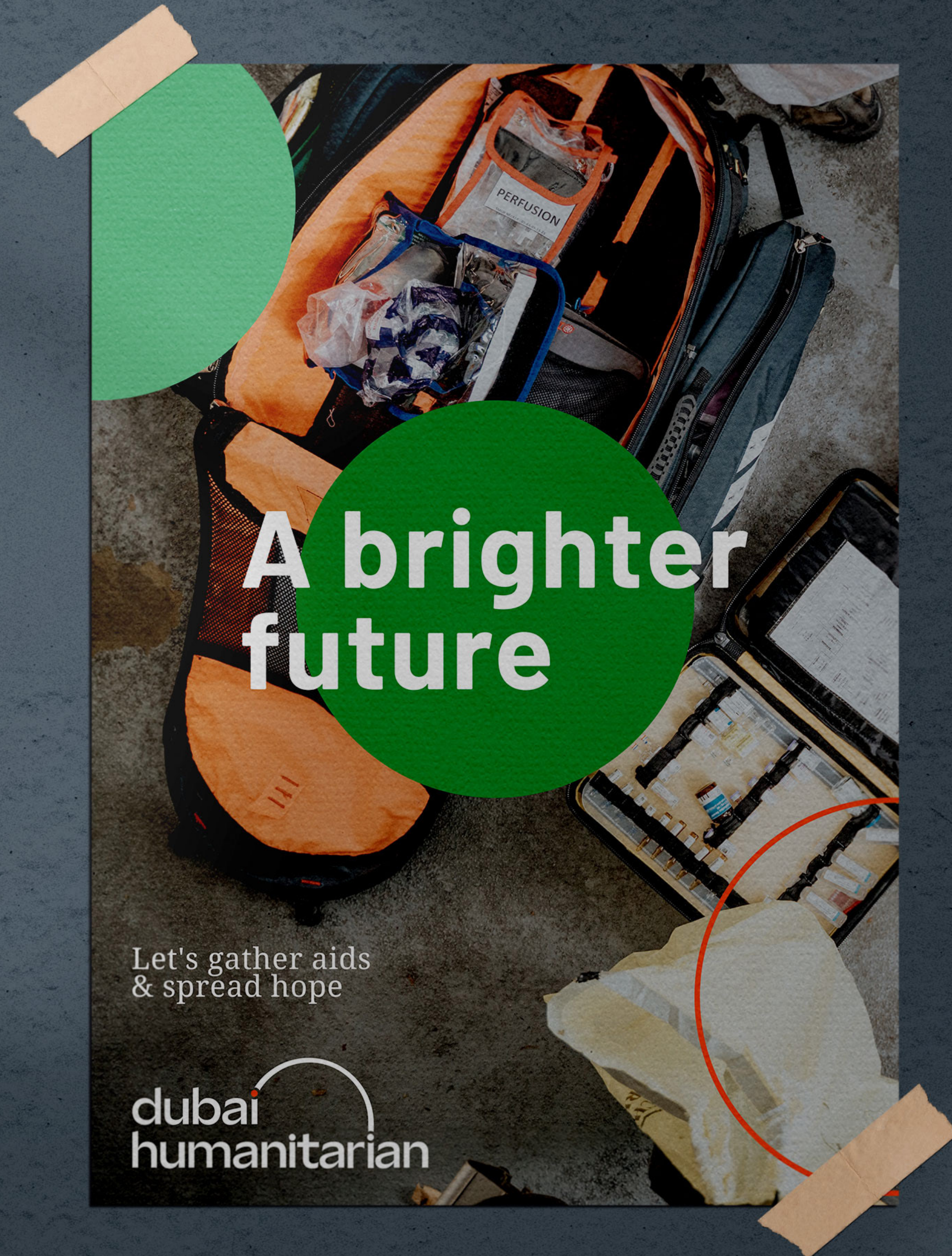
Signage

Uniforms

Comms Templates

Branded Items

Posters



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Outdoor



03. Brand Touchpoints

Stationery

Digital Items

Signage

Uniforms

Comms Templates

Branded Items

Web banners



03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items

Tote bag



03. Brand Touchpoints

Stationery

Digital Items

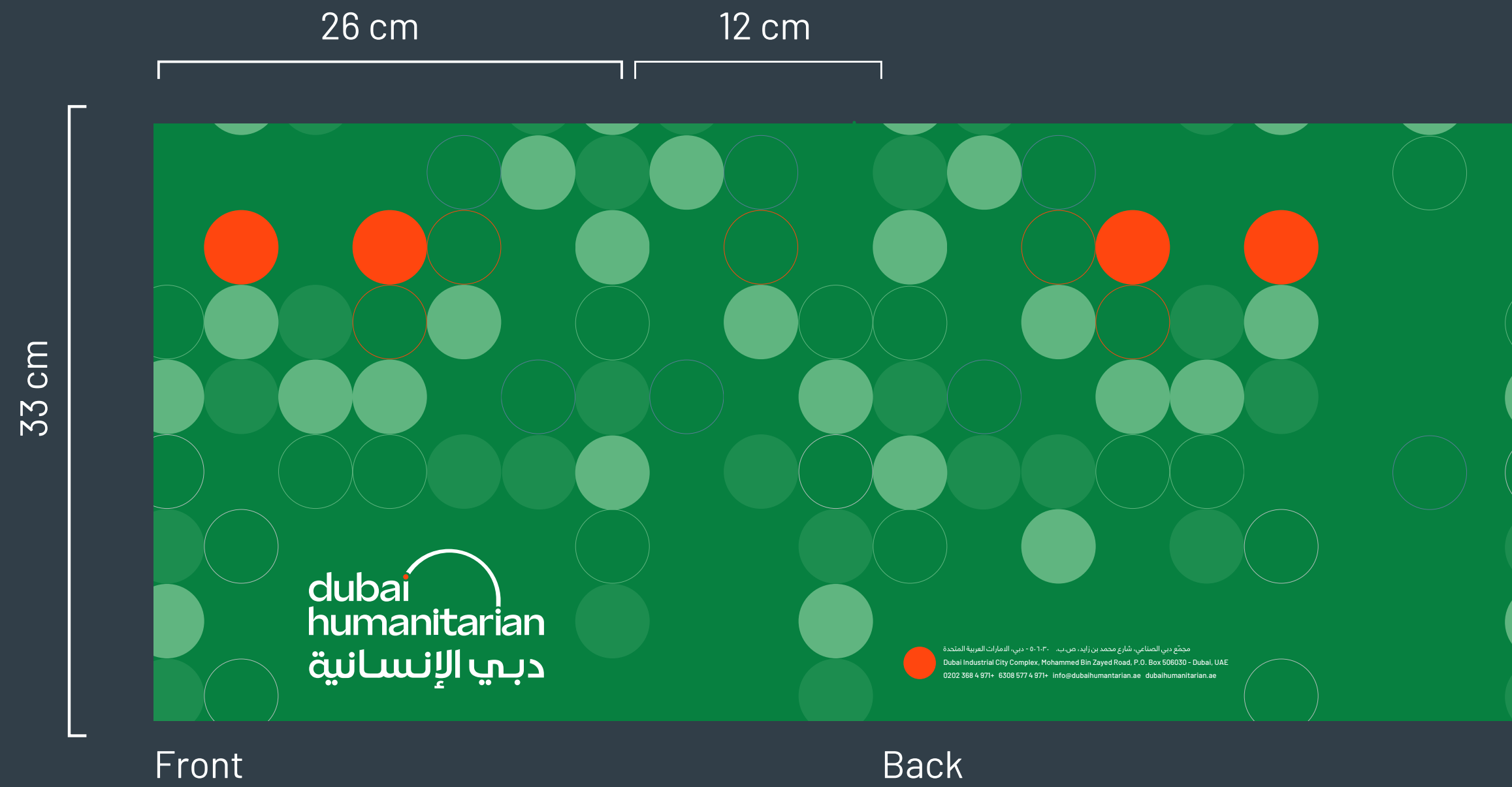
Signage

Uniforms

Comms Templates

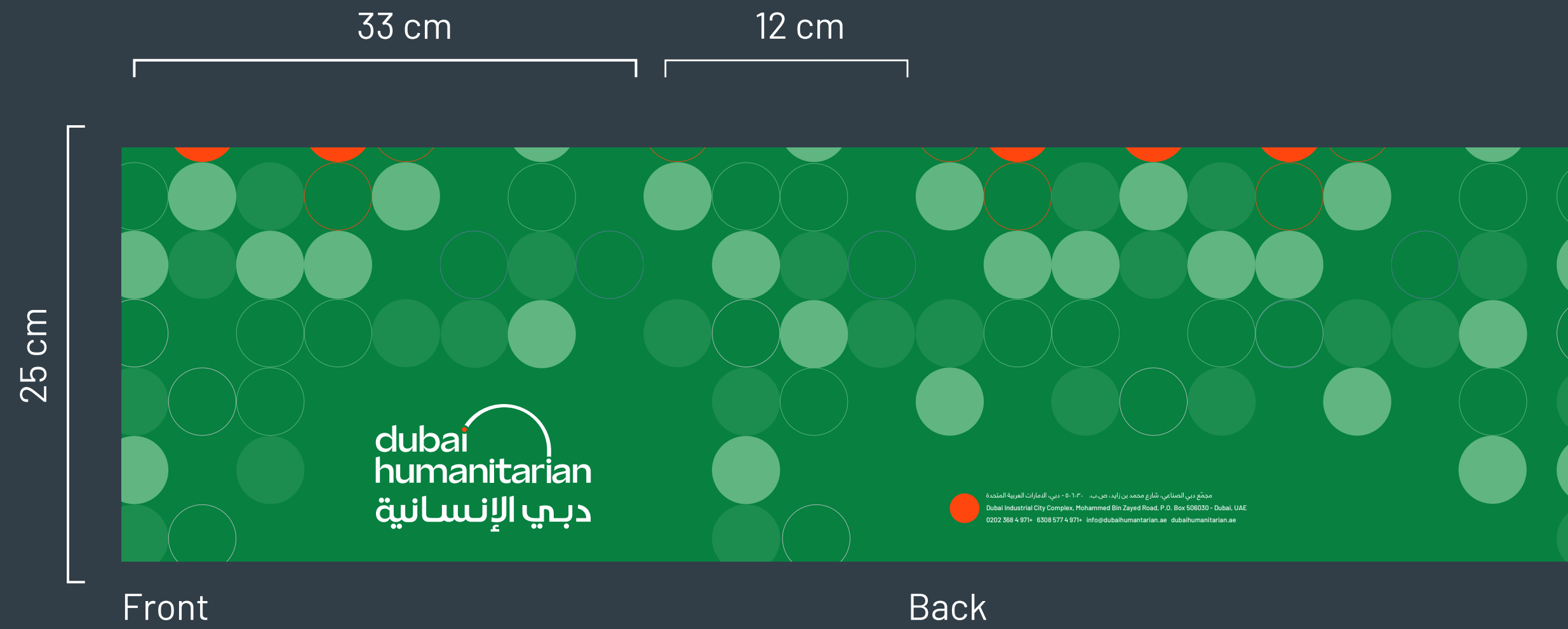
Branded Items

Vertical paper bag



03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items



Horizontal paper bag



03. Brand Touchpoints

Stationery

Digital Items

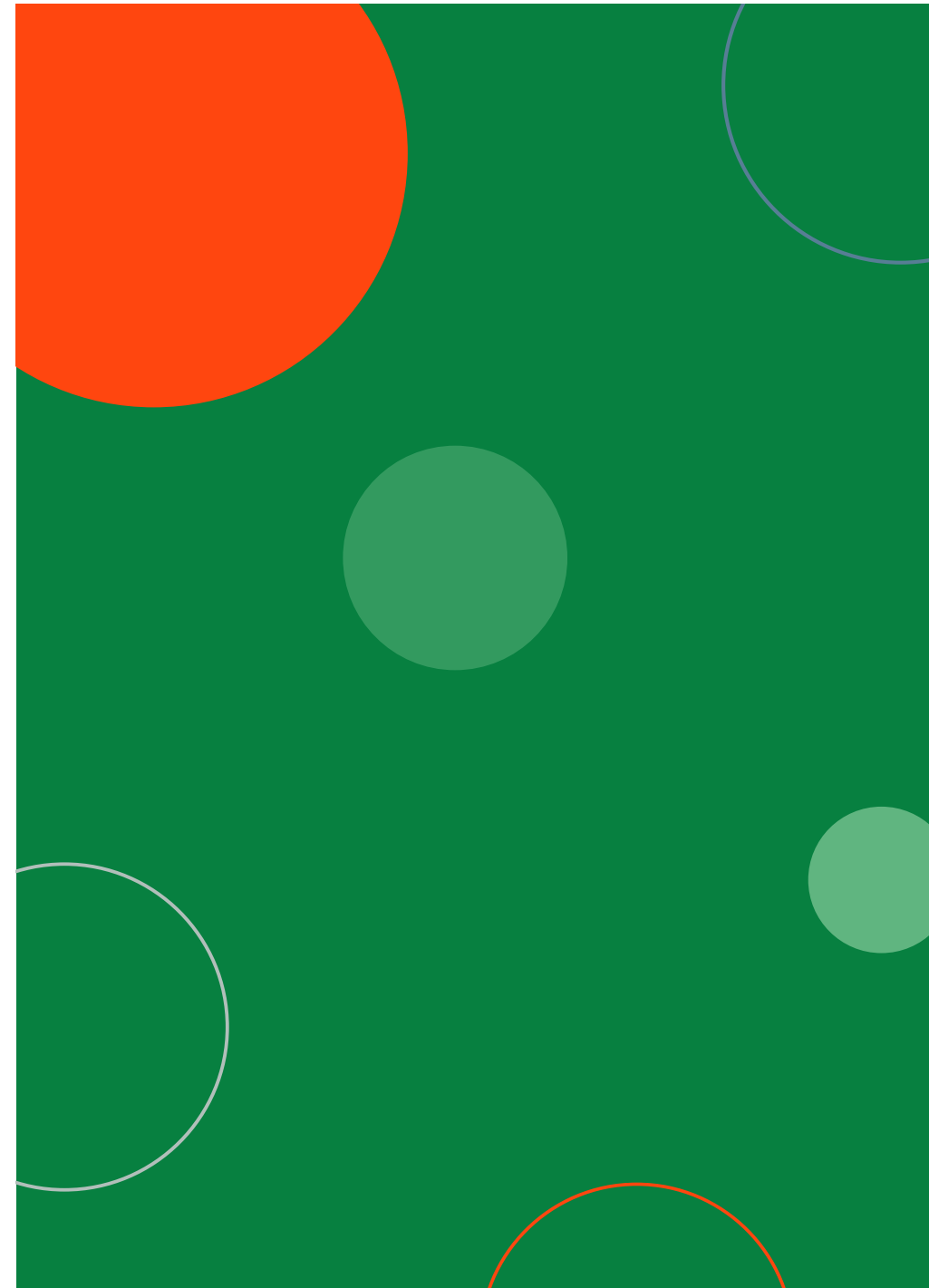
Signage

Uniforms

Comms Templates

Branded Items

Tissue box



03. Brand Touchpoints

- Stationery
- Digital Items
- Signage
- Uniforms
- Comms Templates
- Branded Items

Coaster

