



# Abu Dhabi

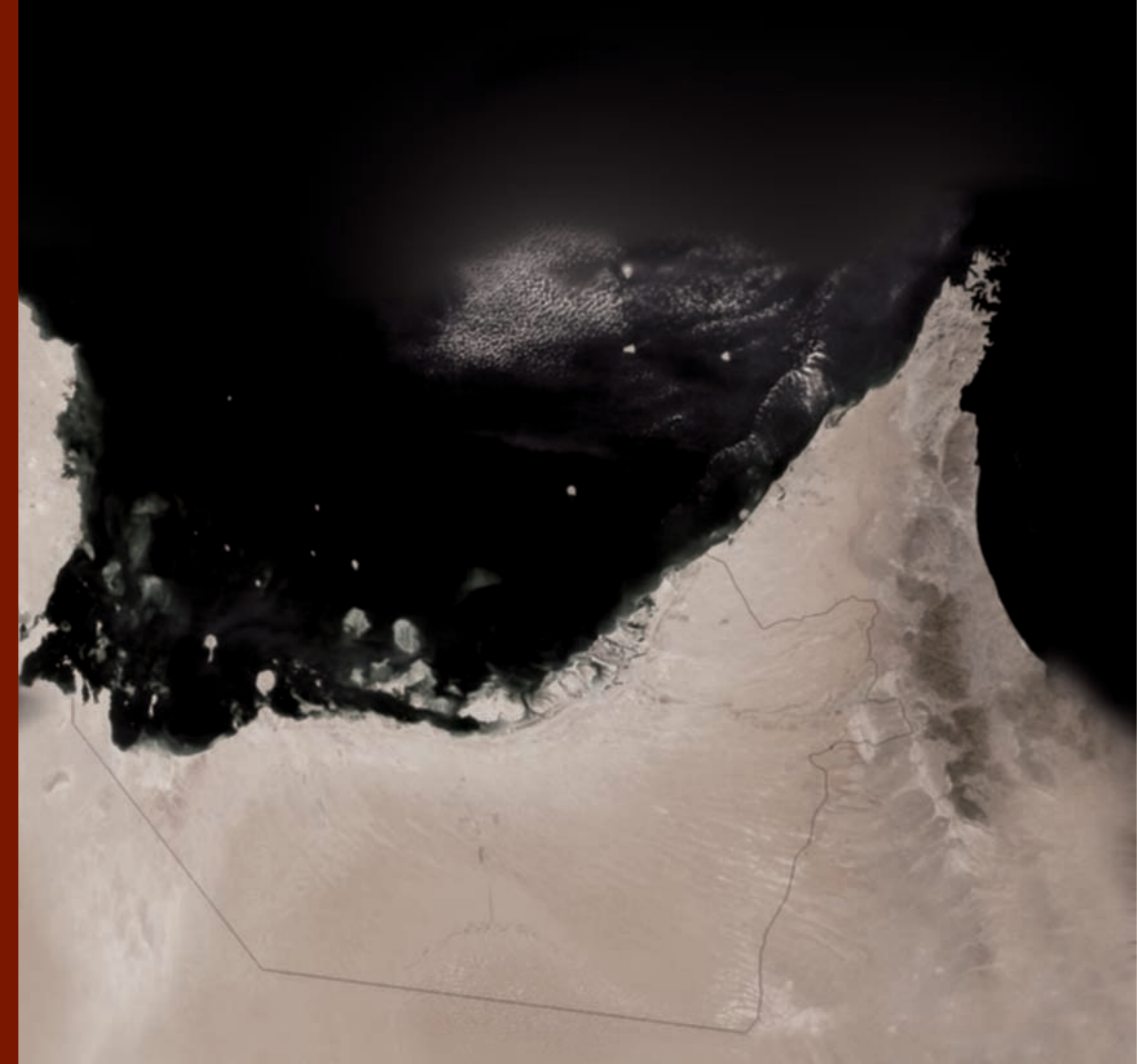
Brand Identity

"A nation without a past  
is a nation without a present or future."

The late Sheikh Zayed bin Sultan Al Nahyan



**Abu Dhabi**  
Brand Identity



## Introduction

In order to deliver on the vision of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE and Ruler of Abu Dhabi, His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of the Executive Council, mandated the Abu Dhabi Tourism Authority and the Executive Affairs Authority to undertake an initiative that would capture and define the brand identity of the Emirate of Abu Dhabi.

The key elements of this initiative included international research on perceptions of the Emirate, local research on how the people of Abu Dhabi understand their own identity, and the development of a comprehensive brand strategy guided by the insights of these local and international studies.

The ultimate outcome of this initiative is a clear and defined brand for the Emirate of Abu Dhabi, and a comprehensive strategy to ensure that this brand is applied consistently and appropriately by the public and private sectors when they represent the Emirate.

To oversee the development of the brand, and to drive its implementation, a new Government entity – the Office of the Brand of Abu Dhabi – was established by the Executive Council resolution number 48 of 2007.

This newly formed government organisation has been formally mandated with two tasks:

1. The creation of a brand that captures the essence of the Emirate of Abu Dhabi in an identity that is visual, literal and behavioural, and;
2. To act as the guardian and patron of this brand identity.

As the patron of this brand identity, the Office of the Brand of Abu Dhabi will assist the public and private sectors to understand the brand and its purpose, and to provide guidance on its application in all activities that may have an impact on the reputation of the Emirate of Abu Dhabi.

The first public roll-out of the brand will involve a destination-marketing campaign, led by the Abu Dhabi Tourism Authority, exploring the rare cultural heritage of the Emirate. Subsequently, other public sector entities will incorporate elements of the brand in their own relevant contexts in 2008 and beyond, including the evolution of the brand to include promotion of Foreign Direct Investment.

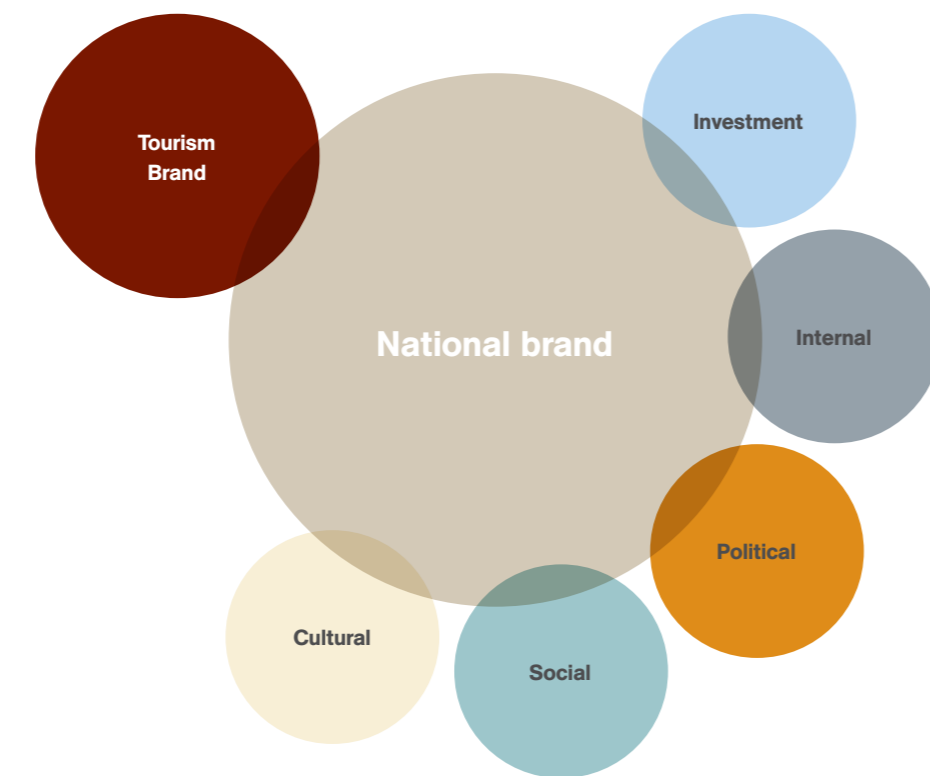
This document contains the resulting initial brand architecture, prepared by the Office of the Brand of Abu Dhabi.

# دولة البحرين استراتيجية العلامة التجارية

## The Task

Branding is not something we usually associate with countries, but a country is as much a brand as a traditional consumer product. However, creating one is more of a challenge. It involves crossing a broad spectrum of sectors and a diverse group of stake holders; both internally and externally.

Nearly all countries (and cities) have well-established communications and behaviours, but very few have managed to brand themselves with different messages to different sectors and audiences. The overall brand essence is often a messy and unclear one. Starting from scratch gives us a great opportunity to create a strong brand.



## The Competitive Environment

Destinational marketing has a convention. Feature as many of the 'unique' product offerings as you can, add a little local culture and then put a logo and call-to-action at the end.

To prove a point, try and match the following destination slogans with the destination.

The real challenge is to create a brand that isn't 'wallpaper'.

That can be very challenging. In the UK market alone there are more than 120 destinations busily marketing themselves.

**WHICH GOES WITH WHICH?**

Barbados	The big country
Philippines	Beyond expectations
Andalusia	The country of wonder
Belize	Just beyond your imagination
Canada	More than usual
Egypt	There's only one
Turkey	Mother Natures best kept secret
Maldives	Discover our true nature
Finland	Where everyone wears a smile
Greece	Your second family
Ireland	A dream welcome
Qatar	The sunny side of life
Wales	Refreshingly different
Kerala	A new point of view
Mexico	The island of memories
Morocco	Once seen, never forgotten

A dashed line with a question mark in a circle connects the 'Andalusia' row to the 'Wales' row.

## Our Audience

From a tourism perspective, we have a very clear target audience. We call them 'Cultural Seekers'. They are people who see travel as a way to enrich themselves, always seeking new experiences in new countries and they have enough money to go wherever they choose. We have isolated this segment and carefully developed the thinking and work for the Abu Dhabi brand through face-to-face workshops in the UK, Germany and France – our key source markets.

This group of luxury travellers are worldly and early adopters – the avant garde of any trend.

They want unique experiences that feed their sense of discovery. They reject the sameness that increasingly dominates their lives and much of the world's travel destinations. The same daily experiences, same crowded beaches, same hotels and the sameness that comes from globalization.

They delight in participating in local custom rather than sitting on buses or packaged tours. Local first hand experiences off the beaten track are the most enriching.

They crave authenticity, exclusivity, quality.

They could be interested in Abu Dhabi for a number of reasons:

- Authentic
- Traditional
- Proud
- Cultural
- Warm and Human
- Open to new ideas (synthesis of cultures)
- Oil wealth
- Business
- Hi-tech, modern
- Connected to roots

**What they had to say about themselves:**

"I'd go back to the ice hotel in Sweden – you went from one extreme to the other and it felt completely raw. No mobiles, eating reindeer it was something completely out of the norm of travelling and my everyday life" - *Male, UK 30+*

"I love Canada because the people are genuinely interested in you and there's wide open spaces" - *France*

"I want to leave a place, it having touched me deeply enough to add to my personal growth" - *Germany*

"I'd want an Oasis experience – something completely unique" - *Female, UK, 35+*

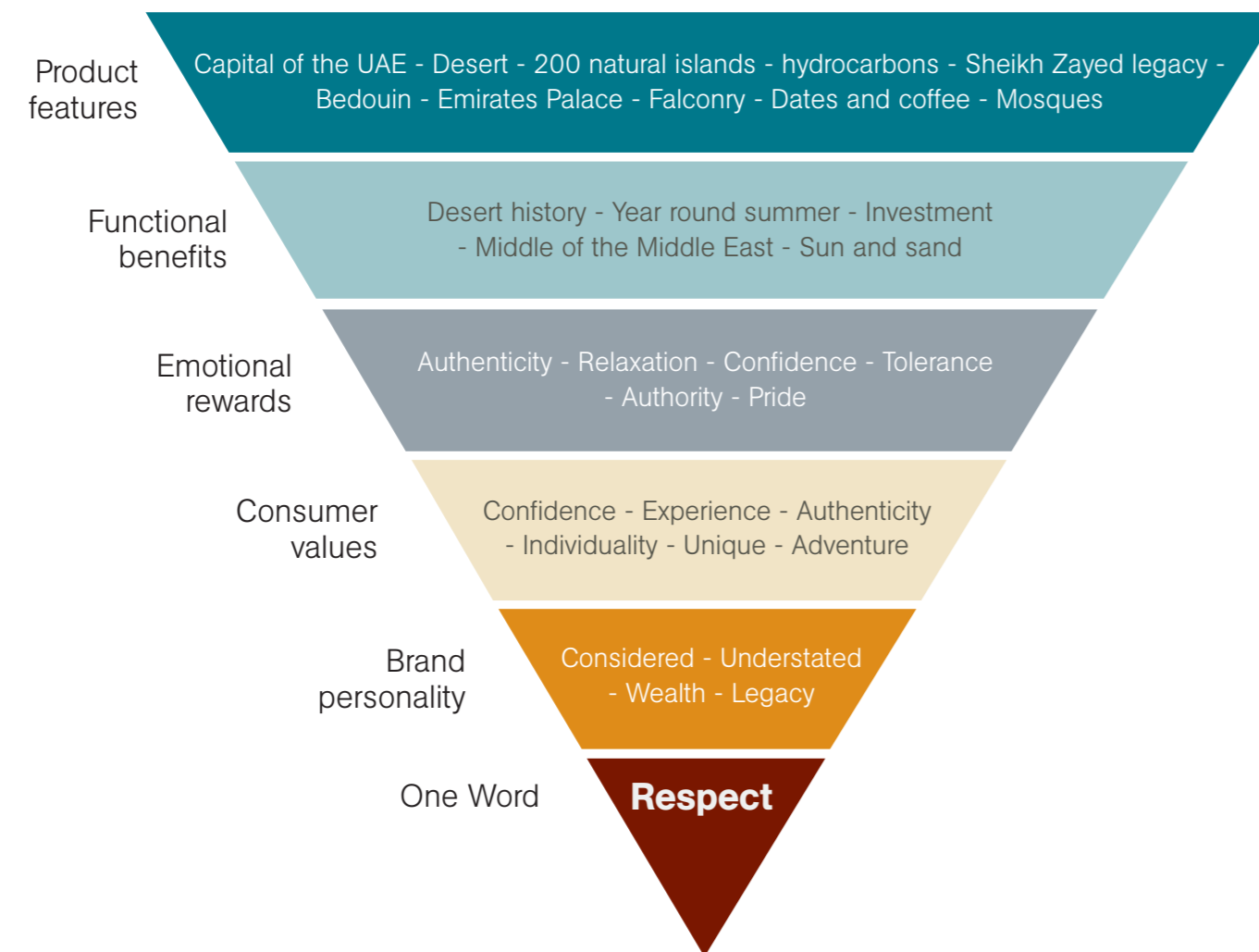
"I want to get to know the world and new cultures. I want to experience history and touch it" - *Germany*

"The best holidays I've been on have been when I've been welcomed and included by locals, families. I love it when I'm welcomed by being introduced to customs" - *Male, UK, 35+*

"I want to feel included and connected with the customs and the culture. I don't want to go somewhere and sit in my hotel" - *Male, UK, 35+*

# Branding Abu Dhabi

The essence of a brand is the one thing that is at the core of the brand's personality. There are often a number of possibilities. Finding the right one means distilling a lot of information.



# One Word Equity

Another tool is finding the 'one word' that defines a brand.

**paragraph**

Abu Dhabi is the capital of the United Arab Emirates (UAE), positioned off the Arabian Gulf and in the middle of the Middle East. There are a further six emirates that make up the UAE - one of which includes Dubai which has arisen like a futuristic metropolis out of the desert landscape. The population of Abu Dhabi is only about 1.4 million people. Prior to the mid 1960s, Abu Dhabi was a poor (yet proud) society of people who lived off pearls and fishing. Sheikh Zayed became the ruler of Abu Dhabi around these times and worked hard to unify the neighbouring Emirates to form the UAE. He was ruler of the country until his passing in 2004. Zayed believed in dialogue, tolerance and a selfless promise to bring good to all of his people. The discovery of around 10% of the world's oil deposits provided an accelerator to bring a social platform to his people. Housing, education, healthcare and other essential social services are provided to all nationals. The prosperous nation bears a responsibility to bring the very best to its people, and to those who interface with the place. Predominantly a Muslim and Arabic society, it is a tolerant place with multi denominational communities. Abu Dhabi has resisted the urge to flaunt its prosperity and has carefully planned its investments so as to ensure a deep connection with its heritage, its environment and its people. The balance between Abu Dhabi's enormous wealth and its legacy of Zayed to its people and culture makes for an exciting future.

**sentence**

A cherished past and good fortune, Abu Dhabi today has nurtured a rich, live and proud culture that delights people that crave authenticity.

**word**

**Respect**

**unzip**

- People: Family is fundamental to the way-of-life.
- Culture and Custom: Respect and pride - national dress still worn today. Respect for traditional custom - Falconry & Dhow. Respect for best of foreign cultures & heritage (Guggenheim, Louvre).
- Environment: Protection of natural assets, wildlife, production of dates, commitment to "greening" of desert.
- Women: Equal status, education and career opportunities.
- Development: Environment protection on property development.
- Business: Respect for free trade and foreign investment.
- Events: AD GP '09/Ferrari: the origin and story not the buzz and hype.

**Our Promise**

## Travellers' Welcome

It's not just a tourist line.

This is a broad claim to the rest of the world.

It is as relevant to the business traveller as the holidaymaker.

Born out of the past it recognizes our place in the world today.

We are a peaceful nation with strong connections throughout the world.

We are host to many people from other nations.

Our wealth means that we aren't desperate to make money from tourism.

## Delivering our Promise

The notion of respect must be brought to life in ways that are true to the brand essence, i.e. respectfully.

This promise must exist at every stage of the conversation with the outside world - from watching a cinema commercial in Berlin, to experiencing a taxi ride from Abu Dhabi Airport to the Emirates Palace. Even to the way we would brief architects on new buildings – imagine a structure with no apparent doors where one would feel immediately welcomed!

There are many channels available for our message, but if the method of communication does not support this positioning we should avoid it.

Take Direct Marketing for example. Creating communications and mass-mailing it to a group of people who never asked for it in the first place would be invasive and unwelcome. Against the spirit of respect.





## Behaviour

A brand is more than a logo or a slogan. For Abu Dhabi, our brand seeks to express a feeling and an experience – the intangible essence that reflects our heritage and culture, and exemplifies the feeling that visitors to our shores are truly welcome; as tourists, as business partners, as friends.

A brand cannot be captured in a visual identity or words alone. It has to be experienced. And this experience commences from the first moment we come into contact with visitors to our land.

More than anything that is written or promised in advertisements, visitors to Abu Dhabi will remember the personal interactions they encounter during their stay. They will relay their travel experiences directly to family, friends and business associates in faraway places. They will remember their first impressions, and recount tales of their dealings with the Emirate of Abu Dhabi and its residents.

In this way, we - the people of Abu Dhabi - are the owners of the Emirate's reputation and are empowered to bring its true essence of respect to life through our behaviours and interactions. Behaviour governs success – and the success of Abu Dhabi rests in the hands of its people, as it is they who will help shape the perceptions of visitors.

As the Emirate's true ambassadors, all residents who interact with visitors to the Emirate must understand the brand and represent it in all of their behaviours. The essence of respect needs to permeate through all interactions. From the initial airplane journey to Abu Dhabi, to the taxi ride from the airport, through to the restaurants dined in, and tourist attractions visited.

Emirates Palace is one of the best existing examples - not only is the exterior a glorious celebration of Arabian heritage and culture, but the warm greeting visitors receive once they pass through the doors, including the offer of Arabian coffee and dates, ensures a total Abu Dhabi experience.

To become more than a promise, the brand must be a real experience for the visitor. Every personal interaction they have, and every behaviour they experience, should subtly reinforce the message: they are welcome.

*"Kind greetings and warm hospitality are the essence of authentic Arabian values, and it is with these values that we open our hearts to tourists and guests from all around the world."*

H.E Sheik Sultan Bin Tahnoon Al Nahyan, Chairman, Abu Dhabi Tourism Authority

## Environment

A sense of place is most often created by a mix of visual and auditory experiences. In the context of a dynamic Emirate, nothing shapes those initial experiences more than the lay-out and architecture of its streets and buildings. In the rare desert and sea location of Abu Dhabi, these urban experiences are set against the backdrop of clean water, lush mangroves and peaceful desert oases, all within reach of the capital city.

In this setting, the natural and urban environments of Abu Dhabi will have a significant influence on the experience of most visitors to the Emirate. In many cases, the landscape they pass on the journey from the airport to their accommodation will shape their first and most lasting impression.

When designing new buildings and shaping the urban environment, architects and planners should be mindful of the brand of Abu Dhabi. In practice, those involved in urban design and development should seek to ensure their work is consistent with the modest and respectful tone that the Emirate is seeking to express, in line with its traditional Arabian heritage.

The "Abu Dhabi 2030" urban plan includes many of these elements already, such as integrating mosques into the urban environment, and providing housing developments that reflect the importance of extended families to the local community.

As this plan is applied to new and existing developments, and as the city continues to grow, the brand of Abu Dhabi and the importance of its traditional culture should always be reinforced by its physical environment.

It is also important to consider that the concept of environmental branding is about more than just the exterior architecture of a building. It also needs to permeate into the interior - from the artwork on the walls to the rugs on the floor - to ensure a total experience.

A prime example of the representation of Abu Dhabi's brand DNA in a building design, lies in the Jean Nouvelle design for Louvre Museum planned for Saadiyat Island. The design fuses a contemporary approach and materials with an authentic representation of Abu Dhabi's heritage.

Nouvelle's design symbolises the calm created by light passing through the palm fronds of an oasis. The white hemispherical-shaped roof covers galleries below that are illuminated by streams of sunlight filtering through irregular-shaped areas in the roof. This cutting-edge design represents the finest aspects of modern architectural excellence whilst aligning seamlessly to the essence of Abu Dhabi.

*"We cherish our environment because it is an integral part of our country, our history and our heritage."*

The late Sheikh Zayed bin Sultan Al Nahyan



## Sponsorships and Associations

Sponsoring premier events and participating in high-profile partnerships enables Abu Dhabi and its entities to reach target audiences globally with speed and direct impact. We must continue to embark on these relationships to build awareness and drive momentum to continually foster international interest in our Emirate.

There is a recipe for successful sponsorships. This recipe is borne from a mutual respect of each sponsorship alignment, understanding and working in partnership to achieve the respective objectives. As awareness of Abu Dhabi continues to grow over the coming months and years, largely through such associations, we must ensure our sponsorship strategy aligns with the essence of our brand and our future vision as an Emirate.

The impact and reach of a sponsorship is instant and often global. Therefore, ensuring that our identity as a destination is accurately and consistently represented via these partnerships is fundamental to our ability to create a differentiated, long-lasting brand for Abu Dhabi.

When reviewing sponsorship opportunities, we must assess the real synergy between the opportunity presented, and the identity we are all striving to achieve. In addition to looking at traditional Return-on-Investment metrics, we should ask ourselves – does this sponsorship or association epitomize Abu Dhabi, our essence and our brand promise?

*"Our grandfathers and ancestors have left a wealth of cultural heritage we are proud of. We shall conserve it and build on it as it is the soul of this land and its future generations."*

The late Sheikh Zayed bin Sultan Al Nahyan





#### **Our Identity**

We are proud of our Islamic and Arabic heritage.

Of Sheikh Zayed's legacy.

Our identity should reflect this.

To that end we propose a design which combines Islamic tradition with contemporary design based on an Arabic calligraphy of Abu Dhabi.

our brand  
بیتنا

## The Brandmark

Our Brandmark's unique presence is inspired by our visionary future, wisdom of our heritage, and the landscape of Abu Dhabi.



Vertical Format



Horizontal Format

# The Brandmark

Design Development Evolution



Initial Concept

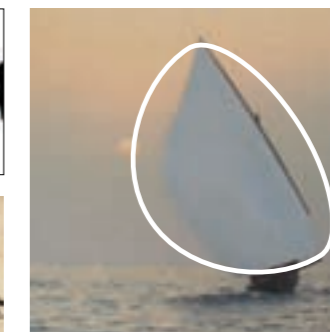
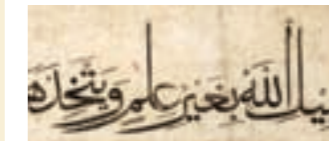


Refined Typographic Element to reflect Arabic Typeface and simplified calligraphic symbol



Contemporary shape inspired by the heritage and landscape of Abu Dhabi enabling a stronger brand presence and articulating our unique brand offering.

Our brandmark combines visual cues inspired by fluidity and harmony, and the wisdom of past that fuels us forward.



## Abu Dhabi Brandmarks

There are only two authoritative visual identities specific to the Emirate of Abu Dhabi. First and foremost is the emblem of the Government of Abu Dhabi which confers official status on the offices and machinery of Government.

The second identity is the new Brand of Abu Dhabi. It is the mark of the place, its people and the culture. It is holistic and plays a key role in communicating the positioning of Abu Dhabi to, in particular, the outside world.

Abu Dhabi has thriving public and private sectors, most with individual corporate identities that have been designed to build awareness and recognition of particular business activities and that are appropriate for particular market sectors and audiences. The role of the Abu Dhabi brand is not to force two separate identities together, but to determine the relationship between the Brand of Abu Dhabi and the businesses concerned. Simply put, the closer the relationship the stronger the presence of the Abu Dhabi brand.

- Identity is only one part of a brand.
- The Abu Dhabi brand isn't a sticker or a ubiquitous device that should appear everywhere. This would be against the core appeal of the brand's essence of respect and consequently the brand would be devalued.
- The full Abu Dhabi brand will be restricted and apply only to core applications.



The Government of Abu Dhabi emblem features a Sakir Falcon and the colours of the flag of the Emirate of Abu Dhabi.



Contemporary shape inspired from heritage and landscape of Abu Dhabi enabling stronger brand presence. Features a unique Heritage Red colour and Abu Dhabi calligraphy design.

## The Brand Identity Hierarchy

Outlined on the facing page is the sub-brand hierarchy and structure. Permission to use the Icon and Corporate Typeface: Abu Dhabi, is only provided to select Government Departments mandated with the promotion of Abu Dhabi as a tourist or investment destination, or foundations and associations specifically established to protect and promote the cultural identity of Abu Dhabi.

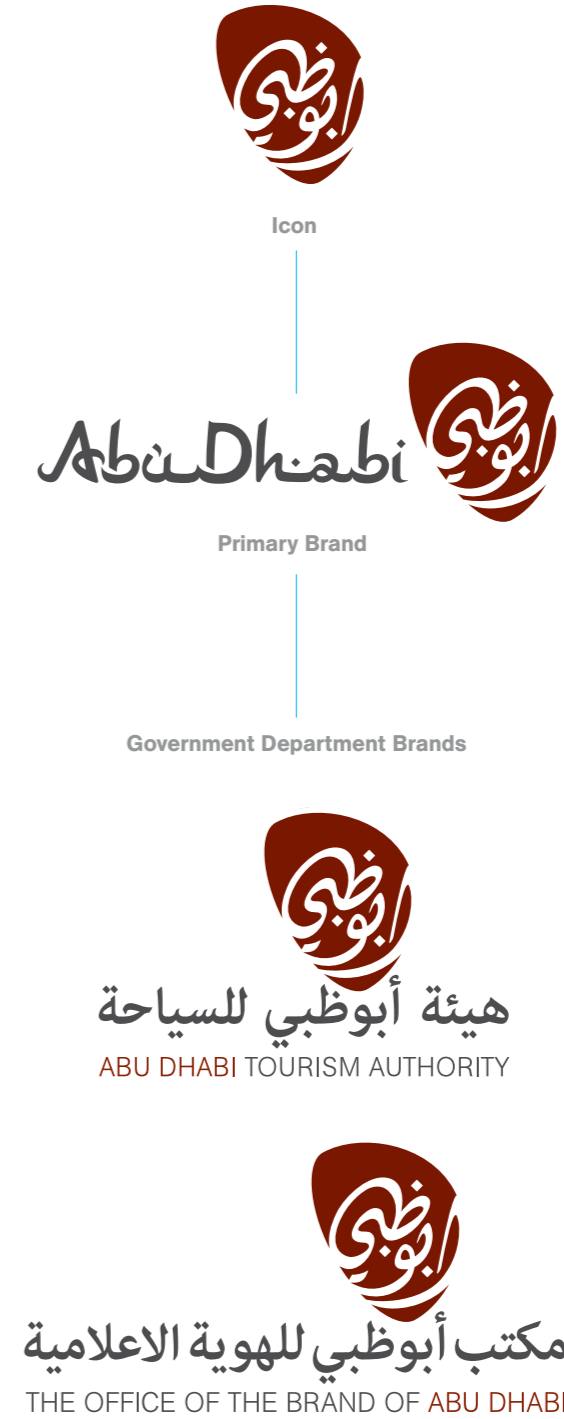
The adoption of the brand identity is not mandatory, however there are clear advantages for adopting the brand in order to leverage the investment that will be made in building awareness and respect for the Abu Dhabi master brand.

### **Usage guidelines for remaining Government Departments, Private Businesses, Associations, and Foundations**

For all other Government Departments, Private Businesses, Associations, and Foundations, permission is granted to use the supporting typefaces; AG Buch BQ and Esperanto, and the Arabic equivalents AXT Gihane Light and AXT Manal Regular. Additionally, these organizations are permitted to use the Masterbrand Colour Palette (excluding the corporate colors), as well as the Sub-Brand Extended Colour Palette. We will be creating a portfolio of high quality images over the coming months which can be accessed and downloaded from the Abu Dhabi Brand extranet site.

Whilst you may use any combination of the colours contained in the palette, the colour palette can not be used in combination with colours originating from other sources.

Of course there may be opportunities that arise which fall outside of the general guidelines outlined here. If in doubt, or if you have a compelling reason for wanting access to more of the brand assets, please contact the Office of The Brand of Abu Dhabi, who will be happy to help and provide further clarification. The contact details are at the end of this book or can be obtained from the brand extranet [www.brand.abudhabi.ae](http://www.brand.abudhabi.ae)



## Government Department Brands

The Abu Dhabi icon is used to confer authority and status to select Government Departments mandated with the promotion of Abu Dhabi as a tourist destination, or foundations and associations specifically established to protect and promote the cultural identity of Abu Dhabi.



# Sub-brand Applications

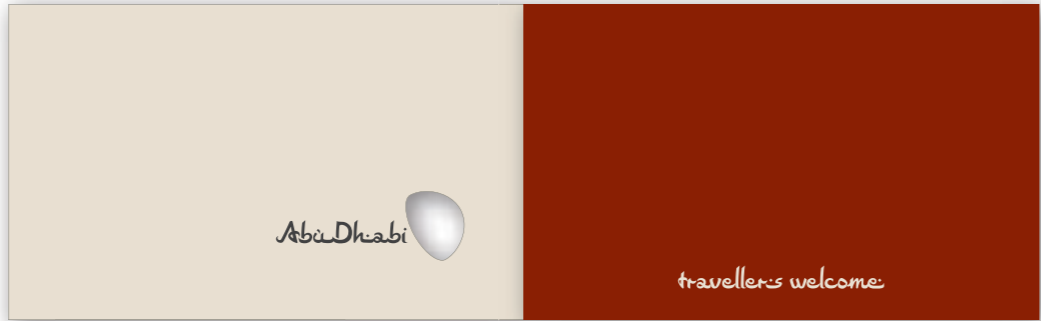
Illustrated here are examples of the stationery style for Abu Dhabi Tourism Authority.



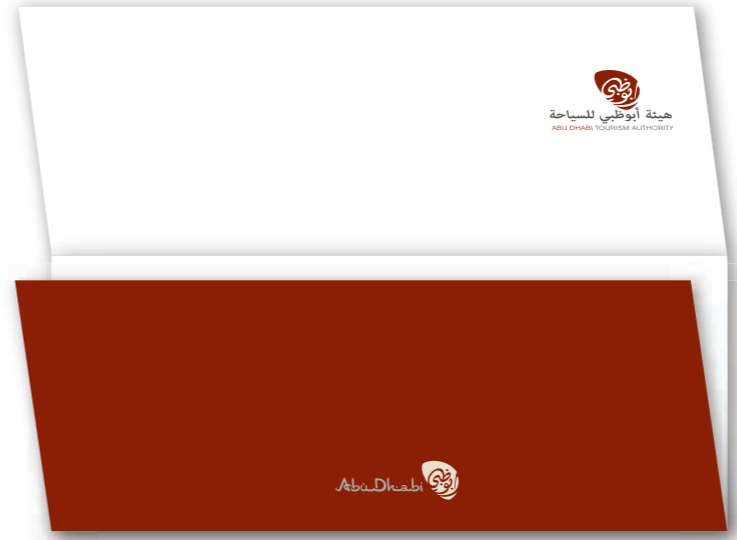
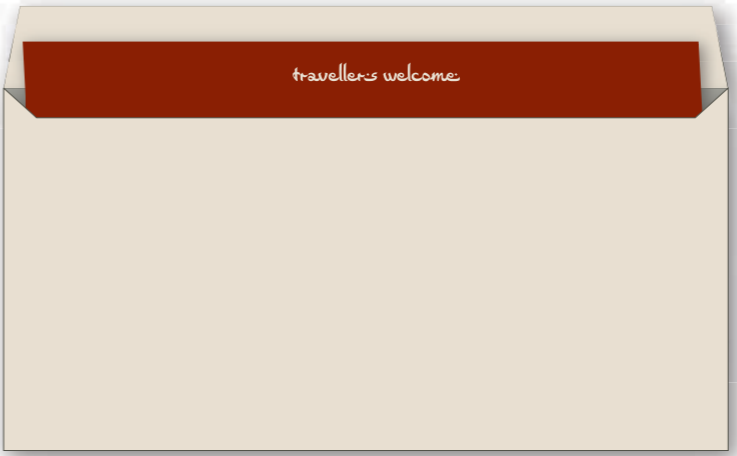
Front folded



Inside opened



External opened





# Masterbrand Colour Palette

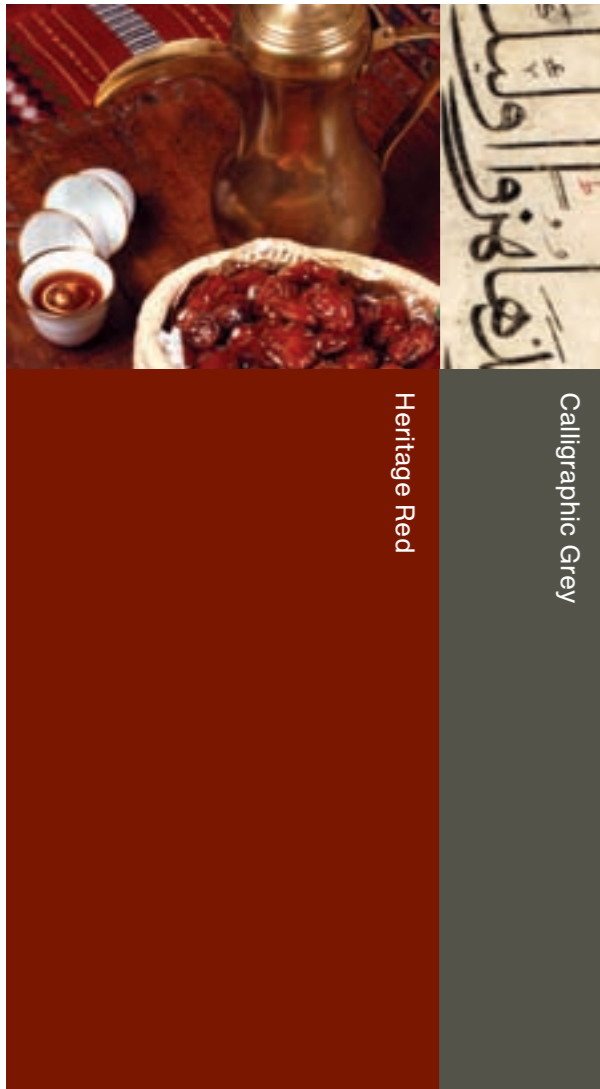
Our colour palette is derived from our unique environment and heritage.

Our palette avoids the use of garish artificial colours. It is rich without being ostentatious and respectful of both our audience and our heritage.

Further refinement has been made to ensure the hierarchy of the colour palette is maintained allowing harmonised usage of colours.

Corporate Colours and Supporting Colours for the Masterbrand have been devised ensuring stronger identification and consistent usage.

## Corporate colours



## Supporting colours

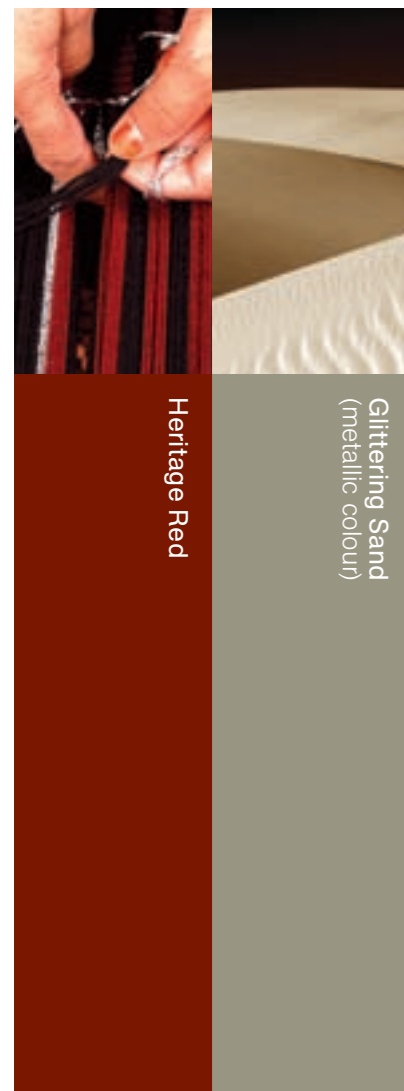


## Extended Sub Brand Colour Palette

In conjunction with the Masterbrand colour palette, our extended colour palette explores the sum of our four major attributes in representing the 'soul' of Abu Dhabi.

This palette has been devised to ensure that our sub-brands reflect our Masterbrand traits and work in harmony with our Masterbrand values.

### Heritage



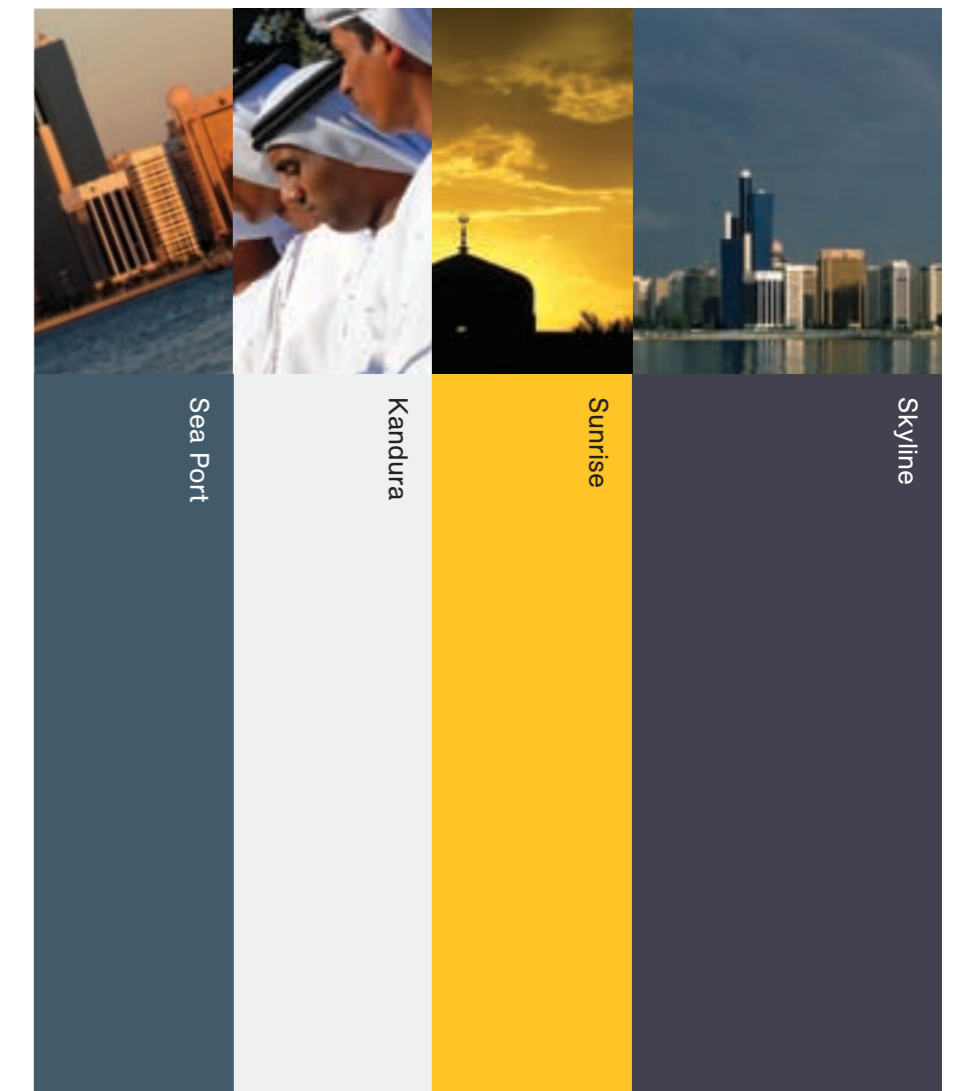
### Desert



### Seaside



### City



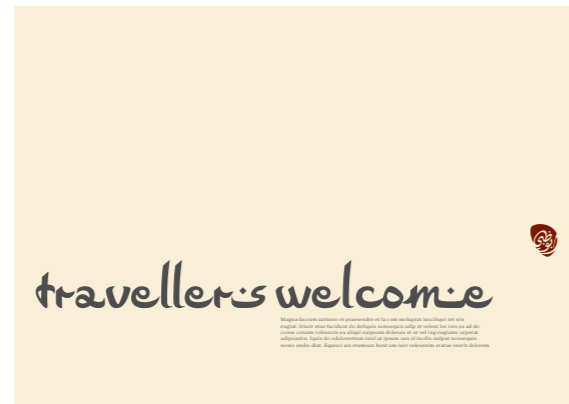
# Corporate Typeface

travellers

welcome

Our Custom Designed Typeface inspired by Arabic written language and used as typographic elements and headlines.

Corporate Typeface: Abu Dhabi Regular



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@£\$%^&\*(){}:"?/ >

## Corporate Typeface

# بالزوار

Nazanin LT Bold has been chosen to match the Abu Dhabi typeface.

# نرحب

Corporate Typeface: Nazanin LT 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 ء ة

لا ئ إ و ؤ كل ج ع ح ق م م ش ث ل لإ ط ة ئ ي

٥١٢٣٤٥٦٧٨٩٥ () [] - ^ \* \$ % / < > ( ( ) ) : ; . , { } ! / ?

نرحب بالزوار

تمت در التصميم الإظهار مع مرادة التناوب المتقدمة في أو طين من تأخير الصور والأصناف الشدية من الوصلت و إن دمج عناصر التصميم البحت لتتبع بالذات من أو من في الإظهار من التصميم إن التصميم الإظهار يتم بطريقة فردة ومرتبطة بالهوية.

إننا سنهاتف جمهورنا حتى الاستكشاف ونهتم بالتكاملات وإن الإظهار يضيف إلى الاتصالات والوسائل الترويجية عناصر من الهوية الإعلانية يمكن استخدامها الإظهار من قبل الجهات المرتبطة بتطبيقات سياحة أو ترفيهي والتكاملات والترانم والاستثمار الأجنبي المباشر.

نرحب بالزوار

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## Supporting Typefaces

Esperanto embodies contemporary attitude while retaining values of tradition. It is to be used as body text or sub-heading applications.

Complimentary to Esperanto, AG Buch is to be used in tabulation and small bodytext for legibility.

AXT Gihane light is a good match for AG Buch. It is to be used as body text or sub-heading applications.

AXT Manal regular is a good match for Esperanto. It is to be used as body text or sub-heading applications.

Supporting Typeface: Esperanto

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Supporting Typeface: AG Buch BQ

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Supporting Typeface: AXT Gihane 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 ء ة  
لا ئ إ و ؤ ك ل ج ع ع ق  
م م ش ث ل ا ط ة ئ ي  
1234567890

Supporting Typeface: AXT Manal Regular

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 ء ة  
لا ئ إ و ؤ ك ل ج ع ع ق  
م م ش ث ل ا ط ة ئ ي  
1234567890

## Extended Usage of our Symbol (Frame)

The frame asset was developed in recognition of the tradition in Abu Dhabi of framing pictures and items of value, such as portraits. Incorporating elements of traditional bisht design - in order to maximise the reverence to be attributed to the item being framed - the frame asset offers a unique and subtle way of branding an advertisement, or a piece of literature.

Our target audience does not like to be sold to - they like to discover and to be informed. The frame gives us the option to create advertisements and literature that appear more informative and remain 'on brand'. The frame can be used by approved organizations connected to Abu Dhabi tourism, the promotion of culture and heritage, and Foreign Direct Investment.



Bisht Frame: usage within Advertising Campaign



Bisht border influenced by edging of official royal garments

Inspired by the ornamental and typographic art of Islam, the frame creates a sense of focus and importance of its content. Further incorporating the calligraphic element of our landmark reinforces our brand identity



Example of the frame in use



Respect is the essence of Abu Dhabi.

This is communicated by the line 'Travellers' Welcome'.

But what are we welcoming travellers to?

The challenge with advertising Abu Dhabi is that the traditional draw cards for tourists are few and far between. The Emirates Palace being a noticeable exception. So our task is to define Abu Dhabi through something less tangible than physical experiences.

The initial advertising is therefore about traditions and beliefs.

We set about proving Respect and owning the phrase Travellers' Welcome.

A unique approach to the category.

Stylistically, the work must reflect this.

That's why we use sophisticated muted photography.

It sets the tone of the conversation inviting people to look at us differently and to understand that our communication is a philosophical one. It also stands out from the clutter of tourism advertising and is more premium.

Our target audience is left wanting to know more about Abu Dhabi with the understanding that it could give them something unique.

It is, if you like, the start of their journey.

Section 3.0

متاهة  
بميراث  
نبينا

## The Goal

This campaign is a unique approach to the category.

Unlike every other nation we are not trying to show the reality of our destination.

Rather, we are trying to capture the essence.

The spirit of Abu Dhabi.

The traditions and beliefs out of which 'Respect' was born. How we approach photography is therefore crucial.

Both in style, and content.

Our approach is to make the photography timeless, yet contemporary. To capture moments or scenes, which echo our past while being taken in the present.

This photography steps beyond clichéd photographs of the landscape; it captures the beauty of the land and its people.

The range of scenes touch on the cultural, historical and geographical aspects of Abu Dhabi, those which help tell our story and provide an intimate portrait of our identity.

They also have an important internal role - a document of all that is precious to Abu Dhabi as an Emirate. We see this as phase one of the campaign, dealing in the spirit of Abu Dhabi. Later we'll begin to look at some of the current embodiments of that spirit such as the Emirates Palace and the Saadiyat Island development.

# the essence of Abu Dhabi captured photographically

Tourism Abu Dhabi Phase 1





# Subject matter

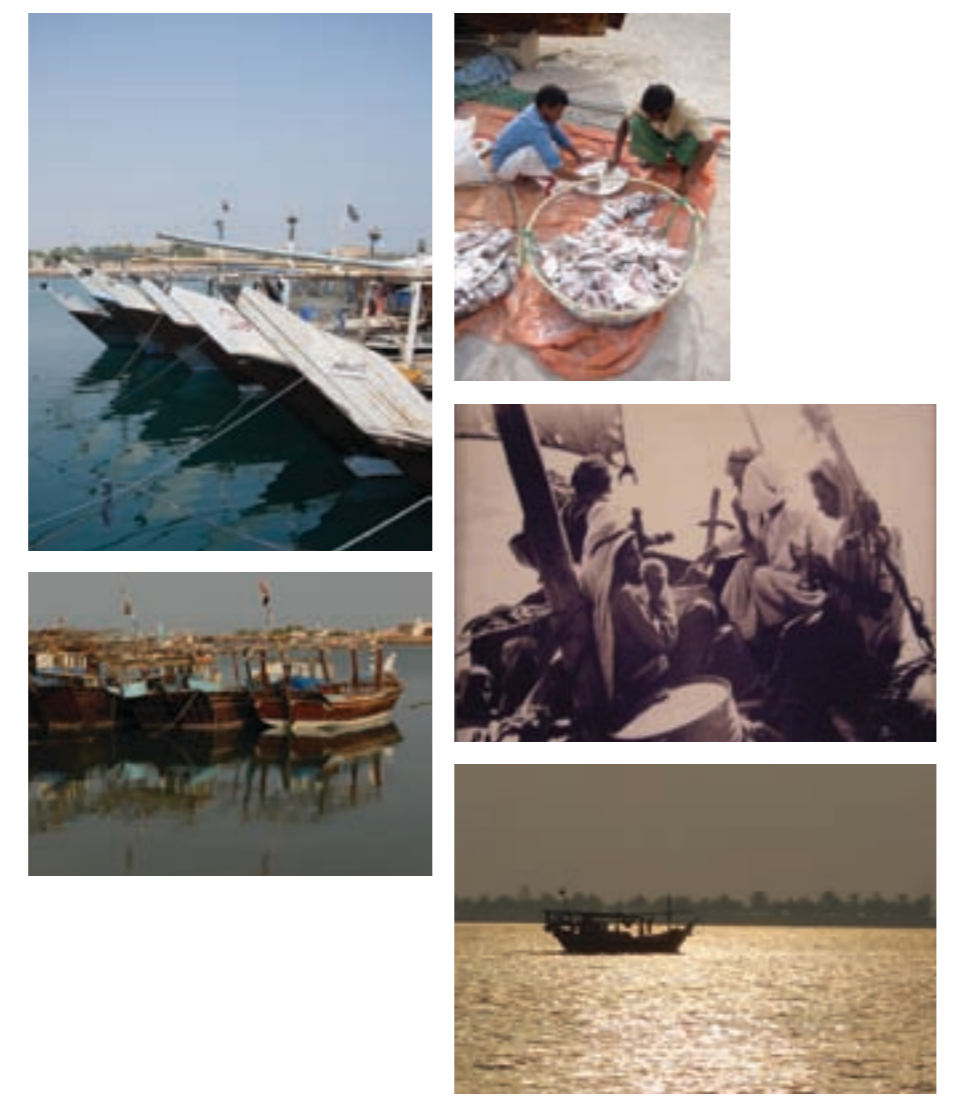
## Sailing Dhows

Abu Dhabi's connection with the sea is a major aspect of the Emirate's identity and the Dhow is a beautiful way to capture it.



## Fishing Dhows

Fishing the rich waters of the gulf is centuries old. It is still an active part of Emirati culture.



## Falconry

The Falcon has played a key role in the life of the Bedouin and was considered part of the family group.



## Desert

When capturing the spirit of Abu Dhabi we cannot ignore the desert. The Bedouin culture is a crucial part of the Emirate's identity.



# Subject matter

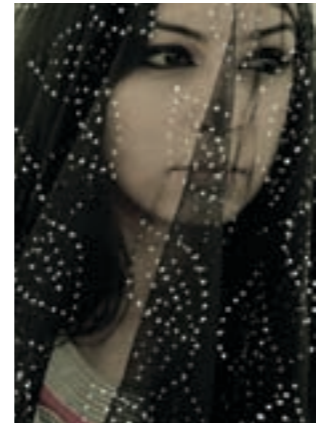
## Camels

Another essential part of Bedouin life is the camel. Camels have always been used in Bedouin culture for carrying goods and trekking through the desert. They are an integral part of the essence of our identity.



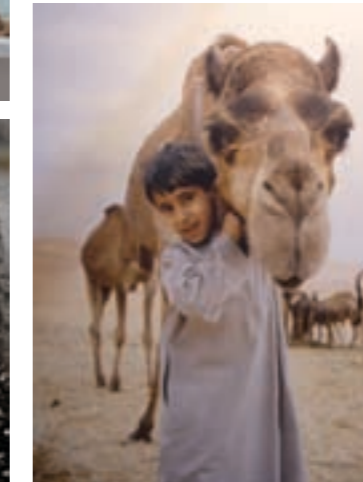
## Women

Our photography needs to reflect the importance of woman in our society.



## Children and family

Family life, and especially our love of children, is an essential part of who we are as a people.



website Tourism Abu Dhabi



## Website: Holding page

Shown here is the English language version of the website. Upon each visit of the site, different images are loaded with an accompanying message.



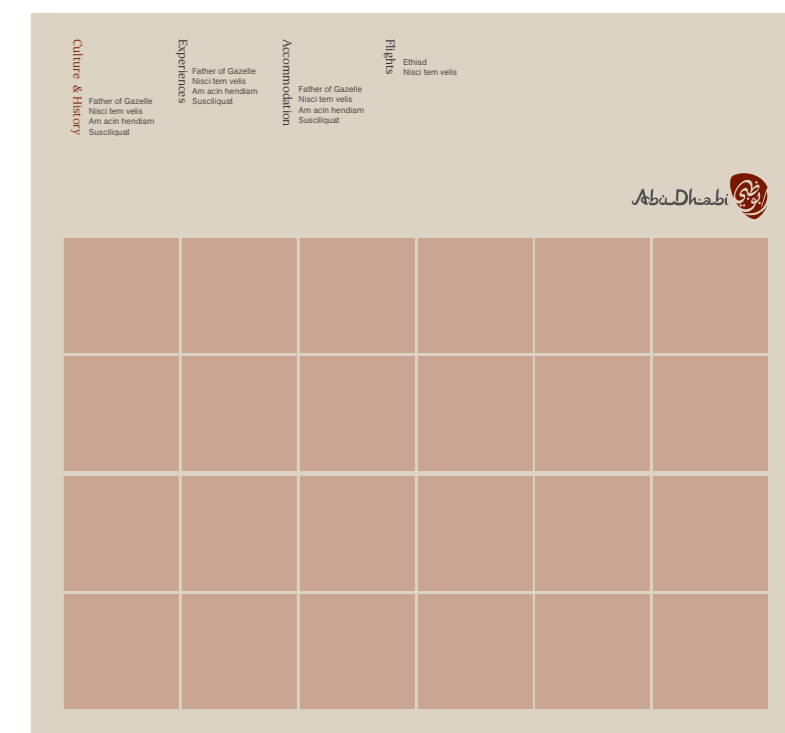
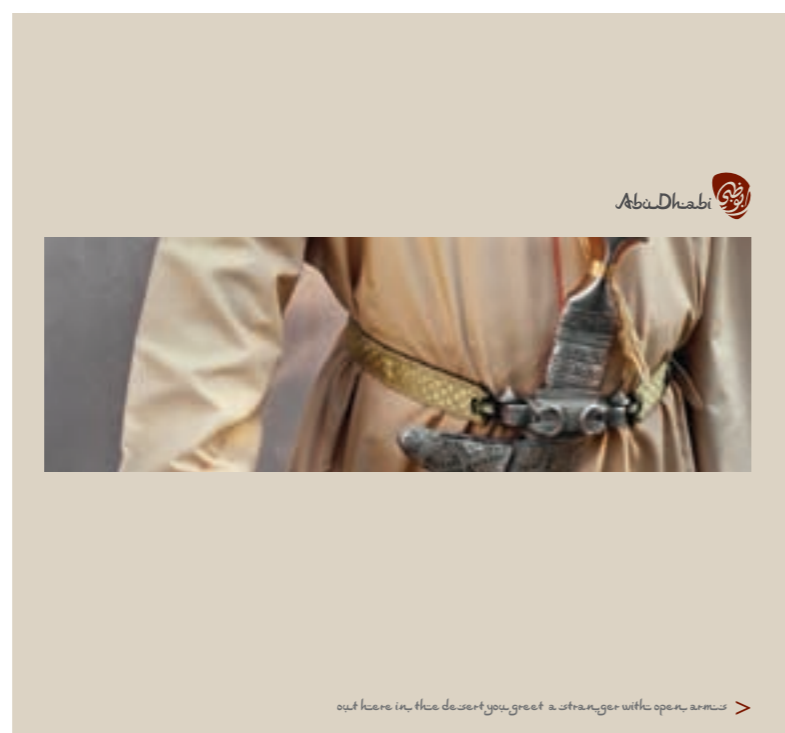
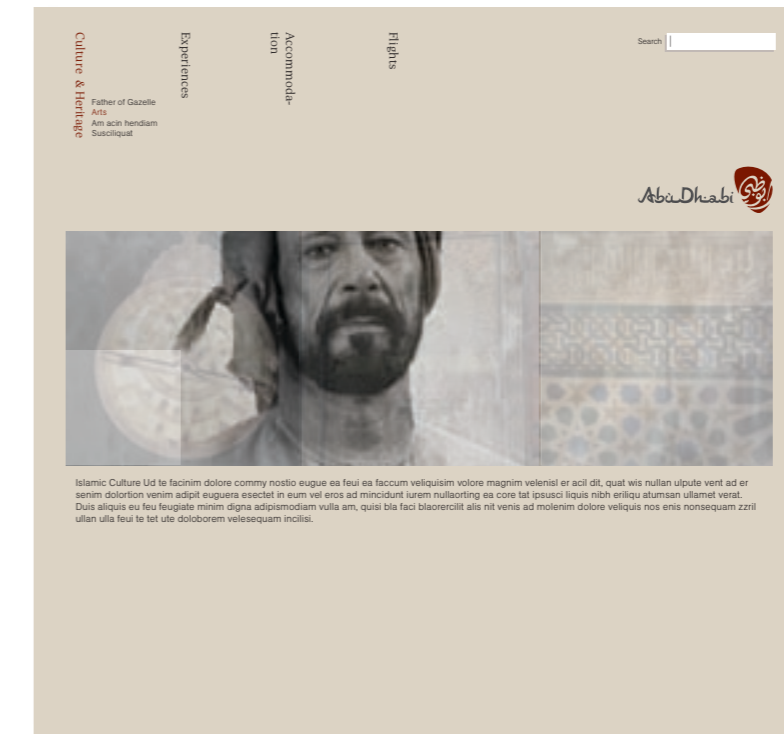
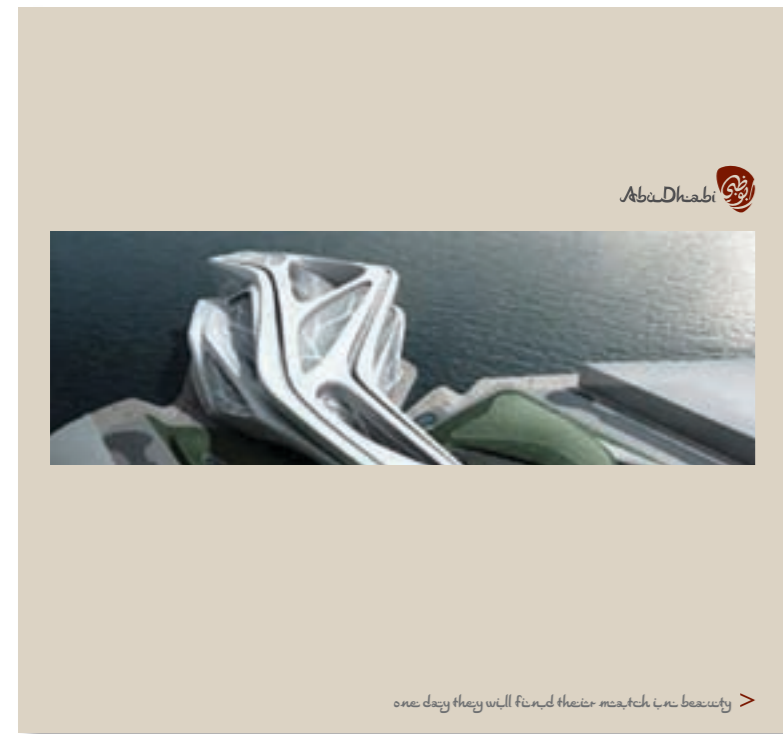
# Website: Information Page

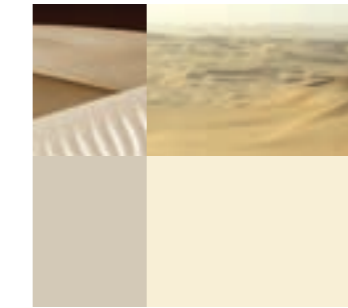
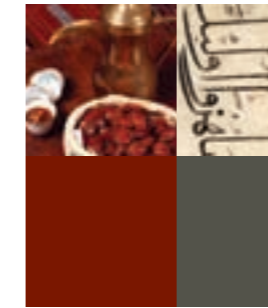
These examples articulate indicative images.

The library of image selection reflects our brand values and carefully managed image content covers the breadth of our unique brand offering.

Flexible grid system allows ease of update whilst maintaining high-end visual appearance.

Uncluttered menu selection. Image frame transitions into section intro page.  
 Example illustrated indicates Culture & Heritage sub navigation on the English language version of the site.



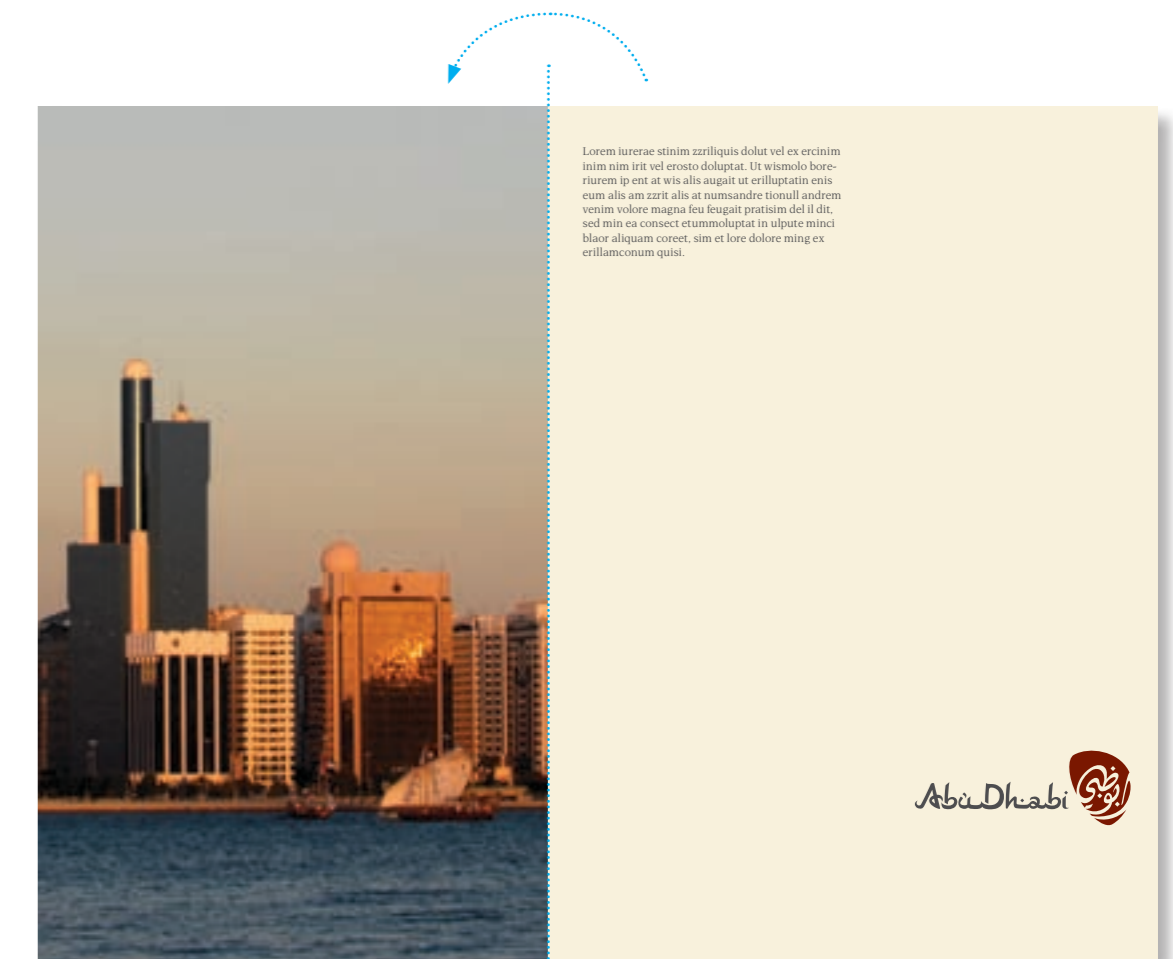


## Explorations: Format

The following examples explore the indicative 'look and feel' for a suite of conceptual brochures. These examples shown are the English versions.



Short-fold cover and revealed spine with the symbol



Introductory spread



# Explorations: Internal and External

English language examples of cover and backcover relationships.

Using our colour palette derived from our unique environment, backcovers further explore the quality of light ethereal atmosphere of our landscape. This further emphasises our brand identity.

Indicative look and feel for the internal spreads. The examples below are English language versions.

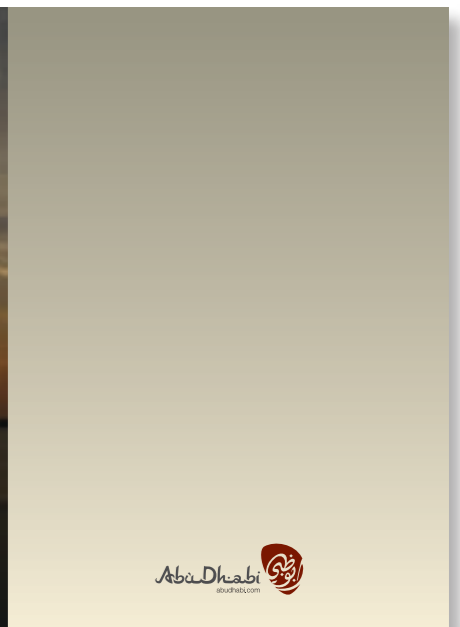


Cover

Back cover

Cover

Back cover



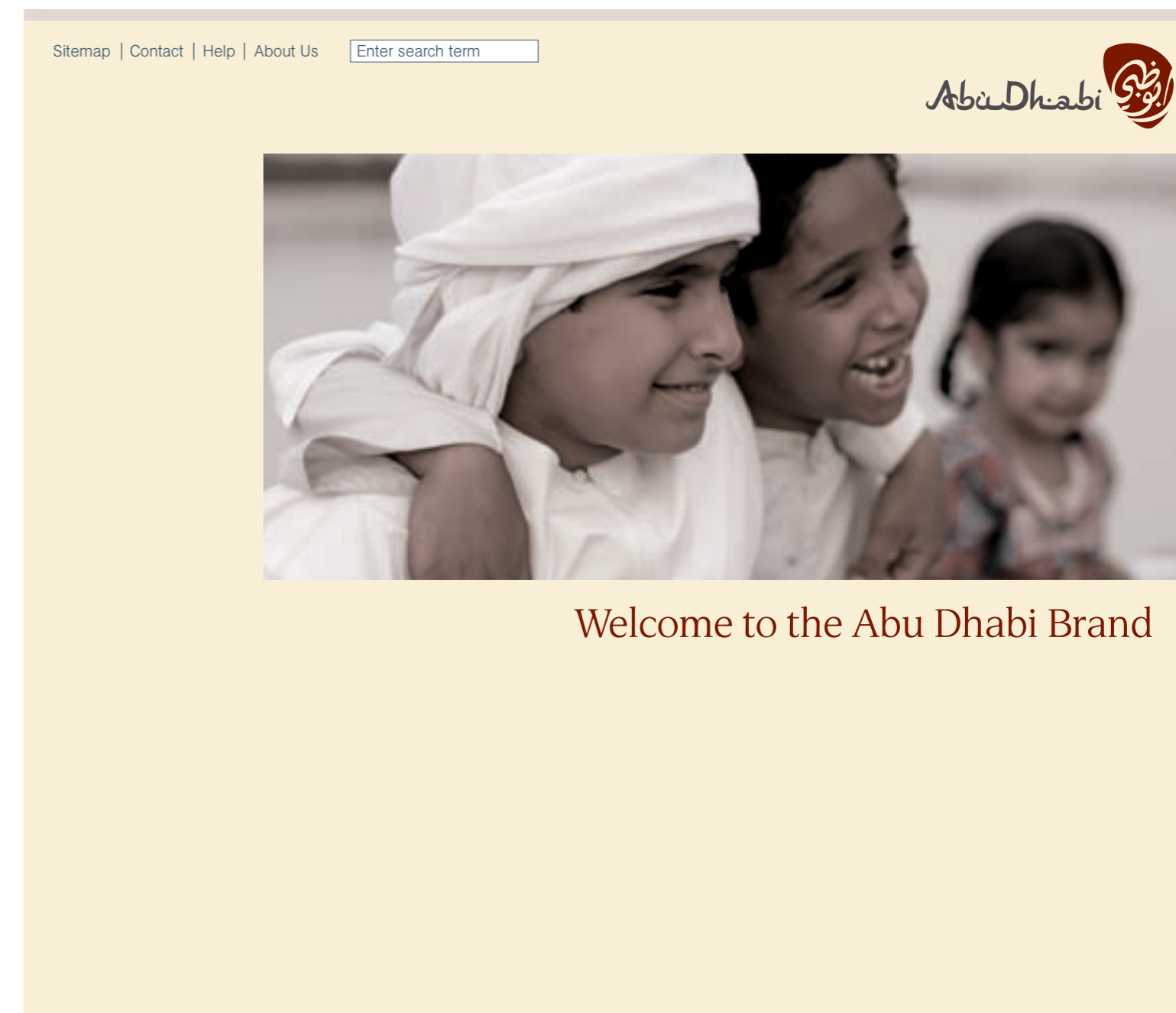
extranet

Abu Dhabi Masterbrand and Sub-brands

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## Extranet: Login Page

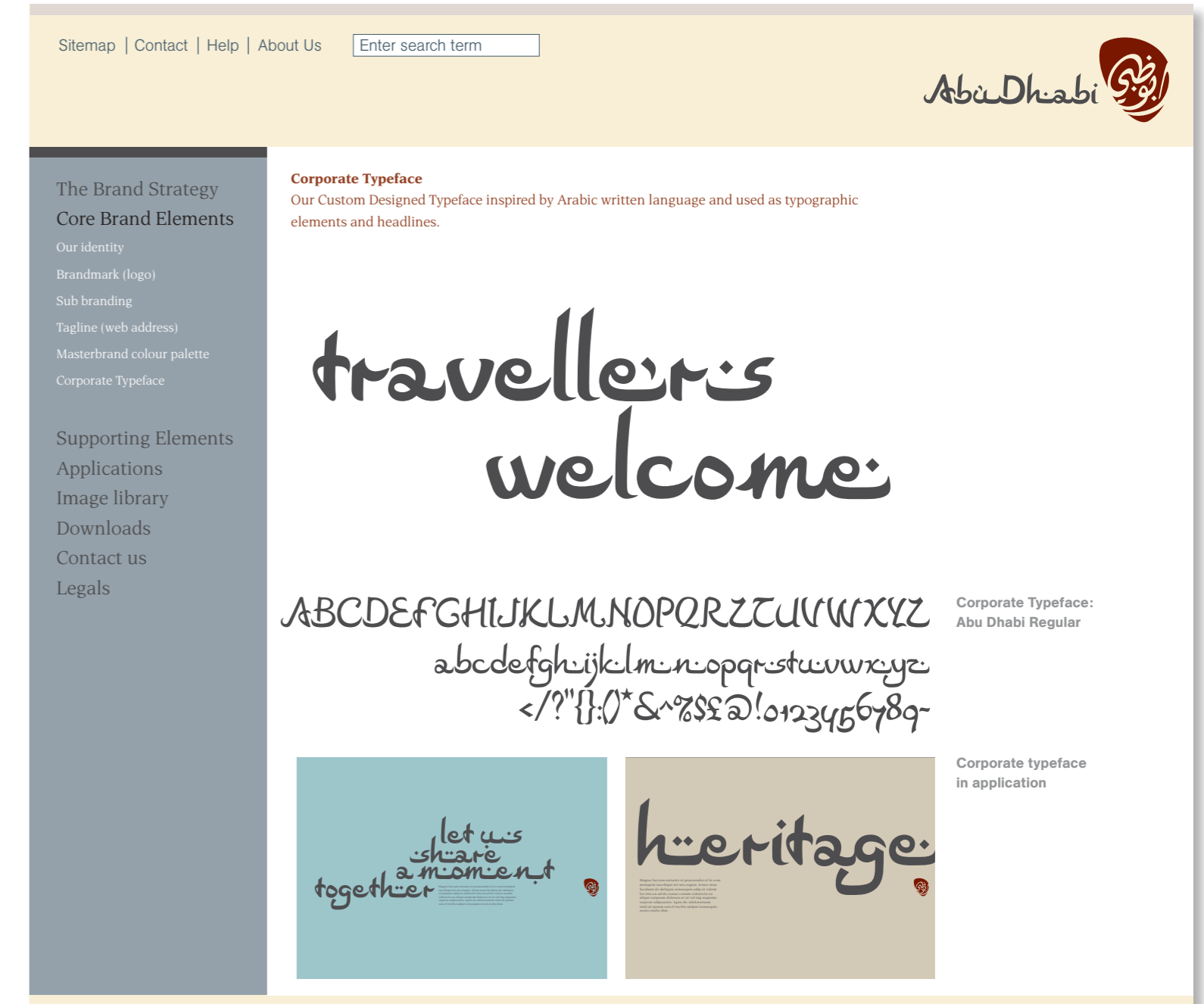
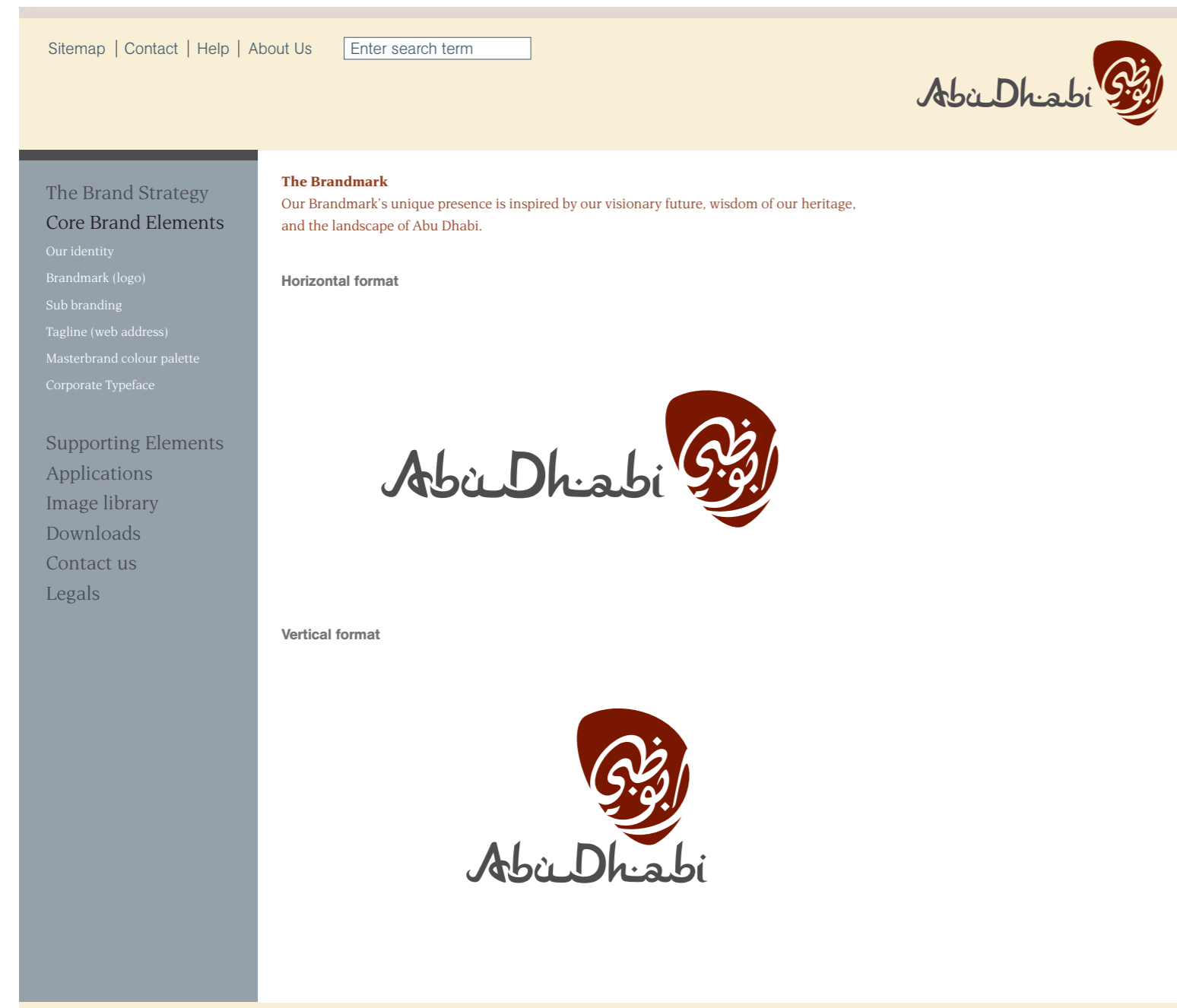
A dedicated extranet [www.brand.abudhabi.ae](http://www.brand.abudhabi.ae) has been established containing information on the brand, including case studies, a brand image library and password protected, downloadable images and artwork.



# Extranet: Information Page

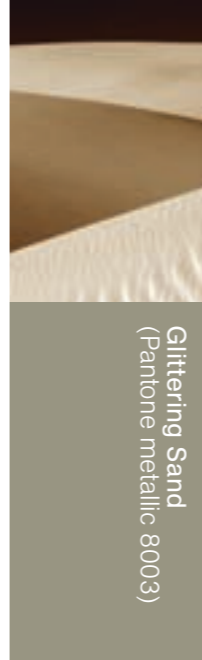
Reflecting the Masterbrand Guidelines users can download relevant Brandmarks and view application guidelines.

## Uncluttered information layout





**taxi livery** Transport Abu Dhabi



Glittering Sand  
(Pantone metallic 8003)

## Limousine

A complete evolution of the transportation system in the Emirate of Abu Dhabi is underway. This spans the taxi system, buses and other forms of transport. The new taxi livery is the first manifestation of this and provides an excellent example of using the principals of the brand to inspire a design that works without relying on the Abu Dhabi logo.

However, a smart new livery and new cars alone will not transform the experience of a taxi journey in Abu Dhabi. A code of conduct containing minimum performance standards will be enforced to improve all areas of taxi operation with a central call number for all taxi bookings. The new taxis will include touch screen LCD information screens. Every area of the customer's journey experience will improve - from the choice of music playing in the car, through to the language skills and destination knowledge of the driver. All of these aspects of the new taxi service represent a focus on respect for the passenger and a respect for the need to represent Abu Dhabi in the appropriate way. This multi-dimensional transformation means that the taxis of Abu Dhabi will represent the essence of the Emirate and will be very much 'on brand'.



Lexus



Limousine livery featuring a customised pattern inspired by Islamic culture. This inter-locking pattern reinforces brand traits of transportation whilst its ornamental qualities reflect the premium brand offering.

Using our Masterbrand colour palette derived from our unique environment featuring metallic colour: **Glittering Sand**.

## Premium Taxi Fleet

## Standard Taxi Fleet

Toyota Camry



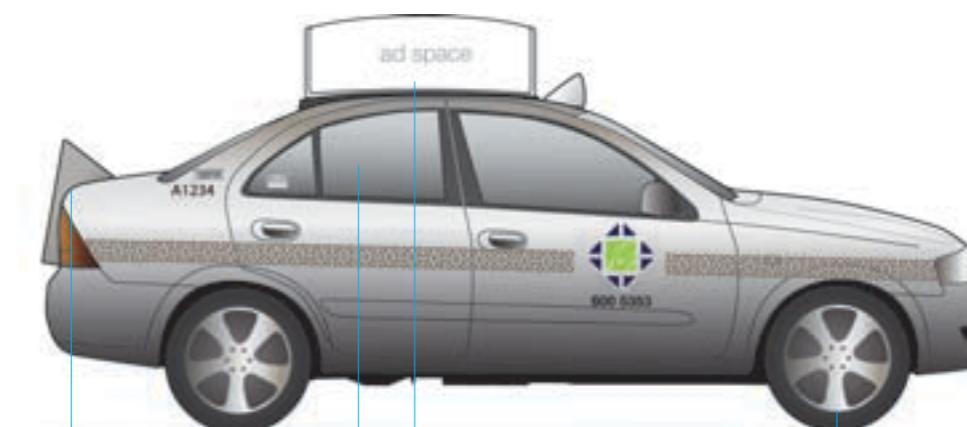
Featuring Transport Authority  
 Brandmark number plate



Tinted Window    Taxi top advertising    Mag Wheel



Featuring Transport Authority  
 Brandmark number plate



Advertising Box    Standard window    Taxi top advertising    Standard Wheel

Nissan Sunny



Glittering Sand  
 (Pantone metallic 8003)

The premium and standard taxi livery features a bolder version of the customised pattern. Premium taxis carry a white top light while standard taxis carry a yellow light. The taxis will be allowed to carry advertising and will include the operators logotype on the front door. A code of conduct is currently being created for all operators and drivers. This code will be rigorously enforced with the public being asked to help by reporting transgressors.

Using our Masterbrand colour palette derived from our unique environment featuring metallic colour: **Glittering Sand**.



Taxi Livery Pattern

# Possible Experiential Branding that can be applied by taxi operators.



Music choice	
<b>CD Selection</b>	<b>Radio Stations</b>
Arabic Chill Out Volume 1	Abu Dhabi Radio News/Current affairs
Om Kabboun, Arabian Master	إذاعة أبوظبي الإمارات
Cafe Arabica	Holy Quran Radio Islamic
Arabian Cant	إذاعة القرآن الكريم
	Emarat FM Arabic Music
	BBC Arabic Service News/Current affairs
	إذاعة بي بي سي أخبار
	Radio 1 English music
	راديو واحد موسيقى اجنبية
	Radio 2 Asian World Music
	راديو اثنين موسيقى اسيان

If you would like to purchase a CD from the above list please call Transport Centre on 123 4567



My name is الاسم

**Abdelraof Ali Khan**

My registration number is رقم الرخصة

**1032**



### Music

The driver should ask the passengers if they would like to have music playing or if they would prefer peace and quiet. The passenger drives the choice of music not the driver. A card with the choices of radio stations in English and Arabic could help passengers make their selection.

### Personal Presentation

The driver's uniform will be based around dark trousers, combined with an optional pewter tie and a long sleeved shirt in either blue, grey or beige. All drivers will have a badge over the left hand shirt pocket detailing their name and number and the name of the taxi firm that operates the vehicle.

### LCD display

On the back seat taxis can feature an interactive LCD display. It has a user-friendly interface in a variety of languages that allows passengers to get more information on various Abu Dhabi attractions such as hotels and places of interest.



### Tourist Attractions

Possible fold-out taxi phone number cards with the 50 most popular Abu Dhabi destinations such as hotels and attractions are written in English and translated into Arabic. They could be numbered for easy communication with the driver.



Thank you for choosing to travel in my taxi. If you need any help or advice about Abu Dhabi please ask. I have a complimentary map that lists the city's top 100 destinations. Make yourself comfortable, enjoy your trip and make sure you don't forget any of your belongings.

My name is

**Ali Jabeq Khan**

My registration number is

**1032**

Expiry date

**04.Aug.2012**

**FARE**

**10.90**

If the meter is not operated the journey is free

For more information or to comment on taxi services in Abu Dhabi please call Transport on XXX 333

### Taxi Licence

Upon entering the taxi passengers might see a friendly registration sign. Next to an identification photo there will also be communications that states: "Thank you for choosing to travel in my taxi, if you need any help or advice about Abu Dhabi please ask. I have a complimentary map that lists the city's top 50 destinations, please make yourself comfortable and enjoy your trip, make sure when you reach your destination you don't forget any of your belongings."

# world travel market Promotional Material



## 1. Typographic Transit Posters.

Type only with an Arabic calligraphic watermark.



The Abu Dhabi Tourism Authority (ADTA) is the principal sponsor of the World Travel Market 2007, a prestigious international travel exhibition for the global travel trade and travel media.

Leveraging this global platform, the ADTA will officially unveil the new Abu Dhabi brand identity to international audiences along with a stunning collection of photography, taken by world-renowned photographer William Huber. The signature images capture the very essence of Abu Dhabi and will be displayed at World Travel Market in a purpose built gallery on the Abu Dhabi exhibition stand. The ADTA will have a significant presence through signage and print media around the exhibition site.

Following the unveiling of the Abu Dhabi brand at World Travel Market, a full international marketing program to build brand awareness and momentum will be rolled-out.

In general the World Travel Market posters will be classified into three categories:

## 2. Photographic Transit Posters.

Using photography to create stunning posters that capture the essence of Abu Dhabi.



Fold-out portable banner: Photographic



Pull-up portable banner: Photographic



Pull-up portable banner: Typographic

## 3. Portable Banners.

Using photography to represent the brand essence of respect.

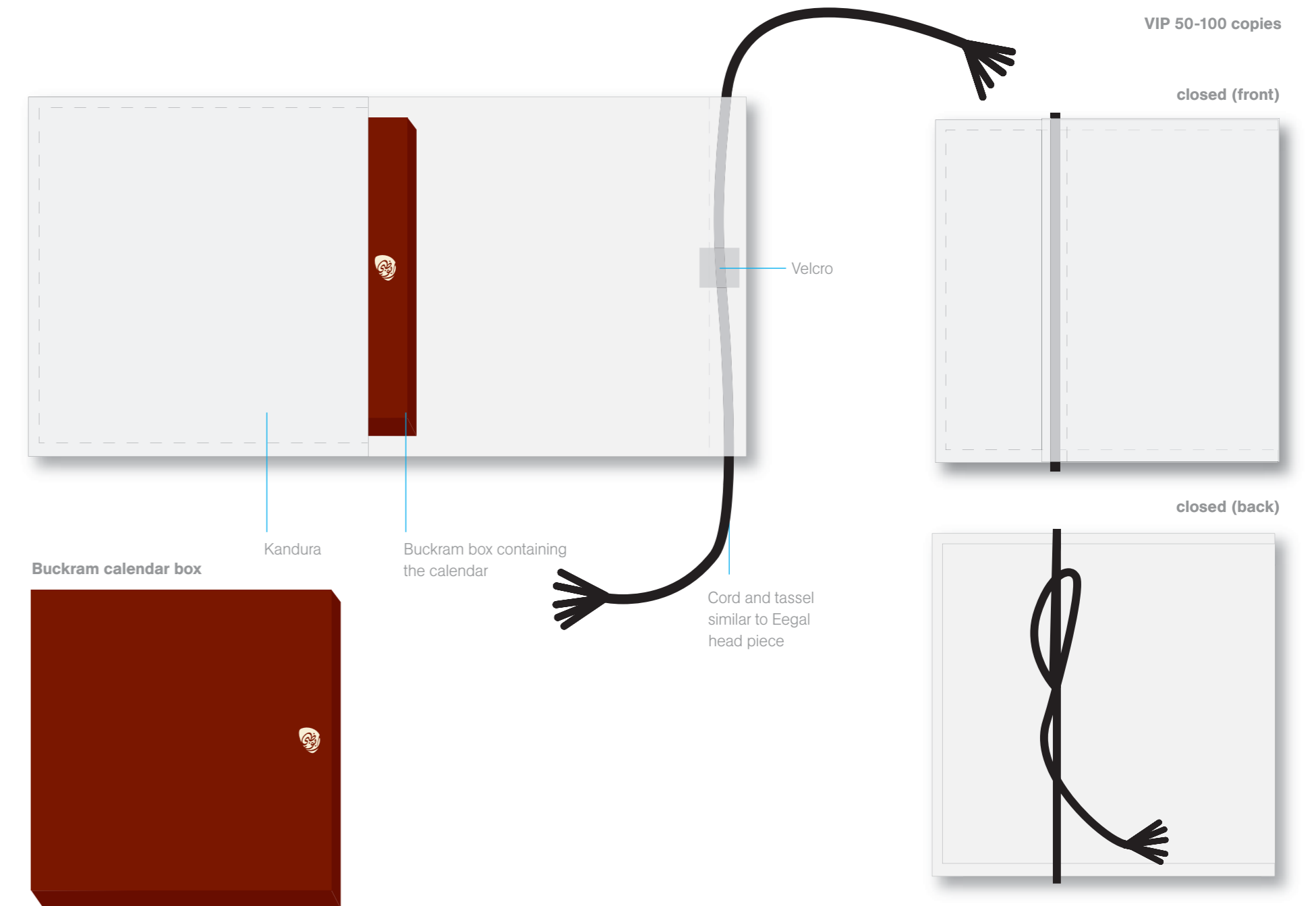
## Cloth bag

A practical bag using recycled material that celebrates the brand essence.



## Calendar

A calendar containing photographs as an innovative and exclusive gift.



The launch of the Brand of Abu Dhabi is not an end-destination - it marks the start of a journey.

Armed with a defined brand for the Emirate of Abu Dhabi, and a comprehensive strategy to ensure that the brand is applied consistently and appropriately, the next step must now be to work towards further building a brand of relevance, stature and impact.

As the patron of this brand identity, the Office of the Brand of Abu Dhabi will assist the public and private sectors and their agency partners, to understand the brand and its purpose, and to provide guidance on its application in all activities that may have an impact on the reputation of the Emirate of Abu Dhabi.

For further information contact:

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www.brand.abudhabi.ae  
Tel +971 2 4039 109

# the journey continues

Section 4.0

