## Dubai Police Brand Guidelines

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Our Brand

The Dubai Police brand sets out to embody the core principles and values that will allow the Dubai Police to be more accessible to the public.
Dubai is an ever-evolving nation. Over the past decade, our city has innovated, thought big, stayed ahead… and looked to build the happiest place on earth.

Our police force – in their courage, their foresight and their ability – are an integral part of this: proactively reassuring, protecting and empowering our community to find joy in the everyday.

This is our contribution to Dubai’s vision; one that only human connection can deliver. We combine it with the power of innovation, offering inspired services beyond all others, and we do it to enrich the communities we work for. It is our duty, and a joy we now want to share with you.

We will forever take it with the upmost seriousness. It is how we measure our success.
Security

The Dubai Police personify a solid foundation on which the people and city can rely on, constantly harvesting innovation, and a connection amongst each other through the security they provide.

In addition, a solid foundation is the tangible aspect of the police that the community can rely on. This solid foundation is the sense of security that the Dubai Police provide to its people, ultimately putting a smile on everyone’s faces.

The device can even display a SMILE aligning to the Dubai police happiness mindset.
Connection

The city connects us all, making us part of a vast network, the platform where the entire Dubai population lies. This canvas is an integral part of the Dubai Police.
Innovation

The people are our key motivator and are at the heart of innovation. We innovate to improve quality of life for the entire Dubai population. Without the population, there would be no reason to innovate.
A Full Circle

The three values are one in three and three in one, meaning that all values add to the success of the Dubai Police task force.

The three values are the ethos of the Dubai Police, always placing them at the forefront.
The transformation of the Dubai Police identity reflects the values through design that is fresh, and embodies modernity and innovation.
The Dubai Police brandmark reflects a positive, clean, and contemporary look.

1. Police Emblem
The emblem reflects clarity in its clean simple design. The reah forms a circle allowing it to fit a square format when used as an emblem.

2. Arabic Wordmark
The Arabic wordmark is a custom wordmark that reflects a positive image enabling it to be more approachable.

3. English Wordmark
The English is designed to match the Arabic wordmark resulting in harmony between the two languages.
Two formats allow the versatile use of the brandmark. There are specific moments both versions of the Dubai Police brandmark will be used.

1. **Vertical**
   The vertical format gives more importance to the emblem therefore being the format that is more suitable for special applications or particular scenarios.
   
   Examples of this are banners or tall flags where the width of the application is too small to fit the horizontal version resulting in the small size of the applied brandmark.

2. **Horizontal**
   The horizontal format serves more of an official use in most cases and is the only format used for all stationery due to space restrictions and special lock-ups to the Government of Dubai brandmark.
The emblem serves a very special use and will only be used in particular scenarios.

The emblem is used preferably when the primary brandmark is present to avoid confusion.

1. Emblem
Given the emblem may be used as is, we have to be careful to not overuse it and to avoid tarnishing the brand by dissociating it with the primary brandmarks. The emblem is used in special applications such as livery.
All forms of the Dubai Police brandmark and emblem have a specific use. The following chart will help guide in the use of the different formats.

**Vertical Format Usage**
Use the vertical format when suitable to the application. Generally speaking, the vertical format will work well with tall and narrow applications.

**Horizontal Format Usage**
Horizontal formats serve more of an official use for documents in general given it is easier to lock-up with other government entities and it also saves space.

The horizontal format will also work very well on long formats such as LED strips on the highway but is not the definite choice.

**Emblem Usage**
The use of the emblem has to be curated to avoid overuse and must serve very specific purposes and most importantly, when possible try to use the primary formats first.

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<thead>
<tr>
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<th>HORIZONTAL FORMAT</th>
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<td>✓</td>
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<tr>
<td>ADVERTISING</td>
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<td>✓</td>
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<tr>
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<tr>
<td>LIVERY</td>
<td></td>
<td>✓</td>
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<tr>
<td>GIFT ITEMS</td>
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<td>✓</td>
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<tr>
<td>PROMOTIONAL COLLATERAL</td>
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<tr>
<td>SIGNAGE</td>
<td>✓</td>
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The horizontal format of the Dubai Police brandmark is the preferred option in all co-branding scenarios. It is also the best option to place aside the Government of Dubai brandmark.

1. Alignment
The height of the Dubai Police brandmark relative to the Government of Dubai brandmark is calculated by dissecting the height of the Government of Dubai brandmark into eleven parts and increasing the height by 2 units (here shown as X) from the top and bottom. This assures the best option when placing both brandmarks along side each-other.

2. Spacing
There is no limit to the amount of spacing between both brandmarks but this will mostly depend on the format of the application.

3. Closest Position
The minimum distance between both entities is equal to 9x the minimum space of the Government of Dubai brandmark (here shown as X). This is to assure sufficient breathing space between both entities.
When a specific department of the Police co-brands, the same co-branding rules apply.

1. **Alignment**
The department name will appear in both Arabic and English with Arabic being more dominant. A pipe or line divides the department name and Dubai Police brandmark.

2. **Spacing**
The same spacing rules apply when including a department name. Place both entities on the opposite extremities of the format when possible to allow for the most space between both.

3. **Additional Spacing**
If additional spacing is possible then follow the same principles by increasing the clearspace units.
There are multiple alignment possibilities when working with the primary brandmarks.

1. Horizontal Format
   Do to the flexible nature of the Dubai Police look and feel, the brandmark will be used flexibly as well to sit on the top, middle and bottom.

2. Vertical Format
   The vertical format provides a different look and may be more suitable depending on the application. This too can sit on all sides of the layout at the top middle and bottom.

Both formats of the brandmark may sit along any point of the layout width.
Sufficient clearspace demands clarity so other design elements do not clash with the primary brandmarks.

1. **Vertical**
The clearspace for both formats is calculated by doubling the height of the Dubai Police English wordmark, here shown as ‘x’.

2. **Horizontal**
This is the minimum clearspace allowed. Please include more space when possible to help improve clarity of the Dubai Police brandmark.
Emblem Clearspace
The clearspace is measured from the top of the boat to the bottom of the waves, here shown as ‘x’.

When possible, add more space to ensure clarity throughout all communication pieces.
Only two colorways of the primary brandmarks and emblem will ever be used.

1. Solid
This is the primary colourway option set in Pantone 7725 C. This is the official version and will remain for all occasions.

2. White
White will be used against backgrounds, photography and or solid colors.
A minimum size ensures the primary brandmark is never applied at such a small scale reinforcing clarity.

1. Minimum Size Vertical
Minimum sizes are based on a conducted print test that always allow the brandmark to be displayed at an optimal size for clarity.

2. Minimum Size Horizontal
The same rules apply for the horizontal format of the Dubai Police brandmark. Minimum sizes have been provided for both on screen view and print.
Strict rules apply to the use of the Dubai Police brandmark. There are guides on the misuse of the primary brandmarks that need to be avoided at all costs to assure the clarity of the brand.

1. Do not alter the wordmark
Never alter the Dubai Police Arabic and English wordmarks.

3. Do not screw
The brandmark will never be screwed or distorted.

5. Do not alternate the lock-up
Never alter the lock-up and or relationship between the Dubai Police emblem and wordmark.

7. Do not recolour
The Dubai Police brandmark will only appear in two colors. Never assign a new color to the primary brandmark.

2. Do not outline
Never reproduce the Dubai Police brandmark in outline form.

4. Do not rotate
Always maintain the brandmark in the original orientation.

6. Arabic before English
Arabic will always appear first with English as a descriptor.

8. Do not add effects
Effects deter from the clarity and strength of the primary brandmark. Never add effects such as drop shadows, to enhance the brandmark.
2.0 Our Color Palette and Materials

Our Color palette reflects a fresh outlook towards the Dubai Police identity.
The fresh color palette for the Dubai Police identity reflects the values of the Dubai Police, delivering a look that inspires security, and innovation.

The palette is monochromatic proposing a color system that is easy to use and apply.
Primary Colors
Primary colors will be used for all major forms of communication and design. Always opt for the use of the primary colors and try to create balance between the three colors to inspire, innovate and create a fresh look.

**Pan 7729C**
C 100 M 0 Y 65 K 65
R 0 G 88 B 68
Hex 005844
Usage 30%

**Pan 7725C**
C 100 M 0 Y 80 K 15
R 0 G 135 B 85
Hex 008755
Usage 40%

**White**
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
Hex ffffff
Usage 30%
## Secondary Colors

Secondary colors will be used in special cases only. Black is used for typography only and small details.

- **Pan 7479 C**: Used for small details as well and even for typography when appearing on the primary color palette.
- **Pan 185 C** and **Pan 1945 C**: For the rescue livery use only.
- **Pan 877 C**: For special use and printing for special applications.

### Black

<table>
<thead>
<tr>
<th>CMYK</th>
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<th>Hex</th>
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### Pan 7479 C

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### Pan 185 C

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### Pan 1945 C

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<td>166 0 61</td>
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### Pan 877 C

<table>
<thead>
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<tr>
<td>141 141 147</td>
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Tertiary Colors
Tertiary colors will be used for charts and graphs within publications. Tertiary colors can be used as divider pages on a publication or even infographics. Digital applications such as the Dubai Police app may use tertiary colors to help differentiate sections or services within the app. Aim to mainly use the primary color palette and the tertiary colors as supportive colors. Tints are allowed especially for digital use.

Note:
No print test has been conducted for the tertiary colors. Pantone colors have been provided. CMYK and RGB values are based on the Pantone color system books.
Our Color Palette & Materials | Paper Stock

UNCOATED PAPER:
1. Sona Ensemble Extra White (Economic)
   For use on low cost brochure covers.
2. Monalisa Premium White (Premium)
   For stationery and premium covers.

COATED PAPER:
3. Scheuflen Heaven 42 (Premium)
   For premium leaflets, premium brochures inner pages and posters.
4. Art Matt (Economic)
   For low cost leaflets, brochures inner pages and posters.
Typography has the important task of inspiring confidence, while still being approachable.

This is key in delivering the new look of the Dubai Police.
Bukra from 29 LT is the primary typeface chosen for heavy display and leading copy usage. Bukra sets the tone for all communications, through its modern qualities, legibility, and approachable look.

Further Information
Bukra is a type family created with maximum legibility in mind. Based on a Kufic style, Bukra displays large open proportions making it easy to read. Bukra is clean, futuristic and displays a sleek mono-linear structure creating a contemporary and clean look.

Purchasing Options
For purchasing options please follow the below link or contact 29 LT via email.

https://www.29lt.com/fonts-catalogue/1
design@29lt.com
Beirut, Lebanon
29 LT Bukra
Bukra was created along side the Arabic resulting in synergy amongst the two. Both Arabic and Latin display large open counters and possess a lot of similarities. Bukra reflects a modern view into the world.

Purchasing Options
For purchasing options please follow the below link or contact 29 LT via email.

https://www.29lt.com/fonts-catalogue/1
design@29lt.com
Beirut, Lebanon
The Dubai Font
The Dubai Font is a project commissioned by His Highness, Sheikh Hamdan, and launched by The Executive Council of Dubai in partnership with Microsoft. The font demonstrates modernity inspired by the city.

The Dubai Font was designed specifically for the city of Dubai and as such is the perfect and mandatory match for Bukra.

The Dubai Font is free for use everywhere and all government based institution within Dubai must adopt it.

Where to download:
https://dubaifont.com/download

Dubai Police Brand Guidelines

دبي مدينة تتطور باستمرار، فخلال العقد الماضي كانت مدينتنا تتجدد

تفكر برؤية شاملة، محافظة على مكانها في الطبيعة، وهدفت لتكون أسعده مدينة في العالم.

شرطة دبي ضباطاً وأفراد - بشجاعتهم، رؤيتهم المستقبلية وقدراتهم المتميزه - هم عامل أساسي في تحقيق هذا الهدف من خلال استباق الأحداث لطمأنة وحماية ودعم مجتمعنا لينعم بالسعادة كل يوم.

هكذا نساهم في تحقيق رؤية دبي، والتي لا يمكن أن تتحقق إلا من خلال تواصلنا مع بعضنا البعض.
Dubai is an ever-evolving nation. Over the past decade, our city has innovated, thought big, stayed ahead... and looked to build the happiest place on earth.

Our police force – in their courage, their foresight and their ability – are an integral part of this: proactively reassuring, protecting and empowering our community to find joy in the everyday.

This is our contribution to Dubai’s vision; one that only human connection can deliver.

The Dubai Font
The Latin and Arabic have been designed to work in harmony similar to Bukra. The Dubai Font is an adept font family for legibility purposes and has been optimised for on screen view.

Where to download:
https://dubaifont.com/download
1. Centered Copy
In most cases where the main headline and copy sit within the device, the copy will be centered to better fit the circular shape. To give copy more importance, align center.

2. Flush Right / Ragged Left
Copy in most cases especially if not residing in the device will be set flush right and ragged left. This is the preferred option for legibility purposes. This is the desirable setting for large areas of copy.
A future built on innovation
only human connection can deliver.

1. Flush Left / Ragged Right
Large areas of copy will be set flush left and ranged right for legibility purposes. This is the desirable type setting option for ease of view.

2. Centered Copy
In most cases where the main headline and copy sit within the device, the copy will be centered to better fit the circular shape. This will give the copy more of a sense of importance.
A unique tone of voice delivers a clear message rendering the way Dubai Police communicates more effective. Our tone of voice originates from our values, to further strengthen their message.
Every time we communicate, our fundamental aim isn’t to tell people what to do. It is to offer them our help.

This mindset is reflected in our language. We are positive and friendly in our style and approach, rather than formal and daunting. We focus on support and solutions, not rules and regulations.

Contributing to Dubai’s happiness starts by talking to people in a personal way, one that they can warm to.

We’re proud, and we want to share our ideas and achievements. This doesn’t mean using boastful language. It means two things. Firstly, writing from an approachable and open attitude: “Did you know that...” and “We’re pleased to let you know...”. Secondly, always talking in terms of the benefits for Dubai and citizens – explaining what this means for you, rather than just saying what it means to us.
5.0

Our Device

Our device strongly aligns to the Dubai Police values and allows us to stand out from other Police forces around the world.
A circle is the basis of our device for an approachable nature for the Dubai Police.

Device Origins
A circle is the basis of our device due to its approachable nature and its ability to represent a cycle driven by the Dubai Police values.

In addition, a circle is an easy yet recognizable shape that inspires calmness whilst also denoting the unity of the Dubai Police values.

It finally represents a vessel that holds anything as to protect it.
1. The Foundation
At the base of it all is the Dubai Police, "the solid foundation" that day in day out, protect Dubai and its people.

Dubai Police provides the security necessary to inspire calmness and radiate joy. This is why the device in an indirect manner resembles a smile, a simple design choice that aligns to the Dubai 2071 vision and strategy.

2. The City
The city is the platform in which the Dubai Police operate offering multiple interactions helping its community connect with each other.

3. The People
People inspire innovation and the need to constantly innovate to provide a better service.

People are at the forefront of everything that the Dubai Police do, as they are here to serve and protect the citizens of Dubai.

A Continuous Cycle
All values are placed along a circle to represent a constant cycle, so that the three values are always moving forward, and are all equally important forming part of a bigger picture.
Device Structure
Level 1 represents the main element of the device. Additional layers may be added and will be provided in artwork form, used to represent the outreach of the Dubai Police and how their values radiate outward.

Always begin with Level 1 and add more layers when needed.

Device Rotation
Level 1, the main element of the device, will never be rotated. Other levels (L2, L3 and L4) may be rotated at will.

Placing the device on imagery will require extra attention and levels 2, 3 and 4 will need to be rotated to avoid parts of the background that produce undesirable contrast.
1. Device Fill
The device may be filled with the primary colors only. When placing a fill within the device, it must be a circle and will never blend in with the device.

Device Fill Size
The size is calculated by creating a circle the same size of the inner most device and reducing proportionally by 10%.

2. Filling Between Devices
The fill may also live between devices and not always housed within the inner most device.

Clearspace Between Devices
When filling between devices, the necessary clearspace is a halfway point between devices.
Device Types
There are four types of devices all of which serve a different purpose and use.

1. Small Applications
This device is for use on smaller applications no larger than A0 size.

2. Large Applications
Device for use on larger formats has been artworked, where more of the device may be seen because of the line thickness. Good examples are billboards or oversized posters.

3. Special Applications
Livery or even merchandise will use a special format designed to better fit specific applications.

4. (No crop) Device
This device will never be cropped to demonstrate the full smile. This device will only be a level 1 device. The proportions of the smile is equivalent to one third of the circle.
Device Color
Devices may use all colors from the primary color palette with preference towards the two green colors, Pan 7725 C and Pan 7729 C.

Note:
Please refer to section 2 for color values.

Device Levels
Option 2 Level 1 devices are devices that use two colors always originating from the primary color palette.

Option 3 level 1 devices may use three colors from the primary color palette only.

Note:
All devices of all types regardless the amount of elements will only use the primary color palette.

Artworks for all devices levels have been provided and should always be used as the starting point for your design when needed.

In most cases, the artworks provided will be used as is.
Our Device | Device Color Usage

One Color at a time
Option 1

Two colors at a time
Option 2

Three colors at a time
Option 3

Device Color
The flexibility to use many colors and layers can cause complications if not followed and applied correctly.

This simple chart demonstrates the methodology of applying color to any type of device and the amount of colors used at any given time.

The reason for this is to allow for flexibility due to the unpredictable nature of any design job and application of the device.
Device Color
The Option 1 Level 2 device shown here is built of two levels. Option 1 device variants may only use one color at a time from the primary color palette.

All types of devices and levels may be colored as shown in this chart. The variants shown here are examples only.

Additional Device Levels
Devices with additional levels will follow the same principle shown in this chart in regards to the color.

Note:
Please refer to section 2 for color values.
Device Placement
The placement of the device purely depends on the chosen imagery or background the device is being placed on.

One important rule is that the device should always house content or the main subject matter.

Sometimes, a part of an image can be housed instead of type, depending on the message delivered.

What Device to Use?
When applying a device on imagery, only use Level 1 and Level 2 devices to avoid additional clutter as some imagery may be busy.

Solid Backgrounds
Layouts with solid backgrounds may use any level device. Using a level as high as a Level 4 device is perfectly suitable especially when more emphasis is needed.

Note:
The following is an example of how the device can house and highlight important messaging.
Crops that Work
Cropping the device is encouraged according to the application. 

Try to crop the device in interesting ways. Make sure edges of the device do not leave gaps on the edges.

Note:
Try to maintain the bottom solid line inside the crop when possible.

1. Half Crop
Cropping half of the device to focus in on subject matter.

2. Top or Bottom Half Crop
Only using the top half or bottom half of the crop.

3. ¼ to ¾ Crop
Cropping will largely depend on a grid. Fractions of the device may be cropped in a mathematical fashion.

4. Corner Crops
The scale of the device does not matter. What matters is a nice clean aesthetic crop that works and frames the content as desired according to the working format.
**Dividing the Device**
Dividing the device into fractions will help in cropping the device for a more systematic approach.

The goal is for the crop to look good on a layout and does not have to adhere to this division system at all. This is purely a starting point to help guide the designer in making a design choice when cropping the device.

1. **Full Device**
The device does not require cropping and may be used whole.

2. **½ Crop**
The device can be split horizontally or vertically down the middle relative to the format, height or width of the page.

3. **¼ or ¾ Crop**
The device can be split into fourths. This can be done vertically or horizontally. The other way to split the device into fourths is by taking a corner of the device.
1. Device Edges & Recolouring
Do not crop the device and place where the edges of the crop shows.

The device should always appear whole or bleed off the page.

Never recolour individual elements in other colors. The three main components of the device must remain in the same color.

2. Multiple Devices
Never use more than one device. This has to be avoided at all times.

3. Device Crop
The device can be cropped. However, never crop the device down the middle or in a way that disrupts the smile.

4. Excessive Crop
Excessive cropping or zooming into a portion of the device is allowed but must be done diligently.

Zooming into the device to the point where it is not recognizable needs to be avoided. Applications that are part of a set, such as stationery, may use a more extreme crop because the device is recognised and easily viewable on other apps.
Our Image Style

Photography is an expressive medium that allows the Dubai Police to communicate in an aspirational manner.
Photographic Styling

The Dubai Police reflects a positive attitude by demonstrating people and situations in everyday life. The context of photography has to be inspirational always displaying the Dubai Police in a positive manner.

The Dubai Police hero photography is infused with the Primary color palette to demonstrate the new spirit of the Dubai Police and that their values live through everyday moments.

The benefit of this style is not only to make the images more ownable, but also so it can be applied to any image whether it be stock photography or a commissioned photoshoot.
1. Achieving the Image Style
There are a few steps to ensure the hero image style is achieved. Generally speaking, every image will be treated differently to assure variety. The following steps demonstrate the procedure in Photoshop CC:

1. Add a ‘Brightness/Contrast’ filter to brighten the image.
2. If needed choose a large soft brush, and paint in white to add large, light, gradated areas for atmosphere.
3. Add a layer and fill with 50% Gray and set to Overlay.
4. Perform step 2 (this step is mandatory) but choose a green from the Primary Color palette and paint as desired. The idea is to create a vignette effect.

2. Choosing the Right Image
Imagery has to be aspirational reflecting a positive attitude towards life.

3. The Final Result
When all elements are placed together the desired effect is to focus in on the subject matter identify that the Dubai Police focus in on the things that matter in people’s daily lives.
Color infusion into the hero photographic style needs to be consistent and subtle.

1. **Image Tint Balance**
   Avoid the excessive use of color and effects when creating the hero image style. This example demonstrates the overuse of the color by way of duplicating the layer too many times.

2. **Wrong Colours**
   Only use colors from the primary color palette. Secondary colors will not be used for the effect under any circumstance as they are too overpowering.

3. **Smooth Color Spill**
   The color needs to be infused into the photography, slowly filling the edges of the frame. Applying the color needs to be seamless and soft.
7.0
Our Layout and Grid

Grids are an essential aspect of the brand’s look and feel, working hard in the background to ensure all brand elements follow a consistent system.
A4 Standard Size
The vertical grid is composed of a 12mm margin all around.

1. Modular Grid
A very flexible modular 14 x 10 grid with 6pt gutters.

2. Baseline Grid
6pt baseline grid provides a lot of flexibility typographically speaking.

Note:
To apply the vertical grid to similar formats in the ISO A Series Formats, simply resize the shown grid.

For formats that are twice as large, e.g. A2 and above, duplicate the amount of modules vertically and horizontally to add alignment points.
Our Layout and Grid | Horizontal Grid

**A4 Standard Size**
The horizontal grid is composed of a 12mm margin all around.

**1. Modular Grid**
A very flexible modular 14 x 10 grid with 6pt gutters.

**2. Baseline Grid**
6pt baseline grid provides a lot of flexibility typographically speaking.

**Note:**
To apply the vertical grid to similar formats in the ISO A Series Formats, simply resize the shown grid.

For formats that are twice as large, e.g.: A2 and above, duplicate the amount of modules vertically and horizontally to add alignment points.
Dubai is an ever-evolving nation. Over the past decade, our city has innovated, thought big, stayed ahead… and looked to build the happiest place on earth. Our police force – in their courage, their foresight and their ability – are an integral part of this: proactively reassuring, protecting and empowering our community to find joy in the everyday.

Grid Tips
Always remember that a grid is merely an aid to achieve consistency and allow for the consistent placement of brand elements through-out most applications. It is not a grid that makes the brand, rather the relationship between recurrent elements in the brand. A grid is only there to aid in the placement of those elements.
Alignment Points
Grids help provide alignment points in a faster and consistent manner.

The grid can be followed strictly by always placing typographic elements flush to the vertical or horizontal axis. However, it would be unrealistic to always adhere to the grid strictly given every scenario is different.

In this particular occasion, the grid helps in the alignment of the typography in general.
8.0 Our Livery

Livery is one of the first key identifiers of the Dubai Police image, it demonstrates our values and showcases our brand look and feel.
Livery elements ensure the identification of Police vehicles. All important elements are listed to the right.

1. Dubai Police Emblem
   The Dubai Police emblem may appear as an individual element without the livery brandmark lock-up on all livery.
   The size and height of the emblem has to be the same as the livery brandmark.

2. Livery Logotype
   The Dubai Police livery brandmark is clean and modern. The livery brandmark is approachable while still maintaining an authoritative element to it.

3. Emergency Logotype
   The emergency number ‘999’ fits the design and angle of the livery brandmark.

4. Graphic Device
   The device is a mandatory design element that acts as a vessel for the most important identifying livery design elements.
   Note: The device will start from the front of the window and always end at the farther most part of the rear window.
1. Car Front
Car hoods display the same design to maintain consistency across the entire fleet of Dubai Police livery. The main area is filled in with Pan 7725 C and displays a specific use of the device only allowed for the livery. Solid strokes always appear on the outside of the filled-in area. Dotted lines always appear within the filled in area following the contour of the shape opposite to the drivers side and dashed lines on the drivers side.

2. Police Emblem
The Police emblem must always appear on the hood/front of the car as a key identifying element for all livery. A specific size has been designed to assure the police emblem stays the same throughout all liveries. The Police emblem will always be applied as a reflective material in this location.

3. Car Side Mirrors
The top portion of the side mirrors will always be filled solid with Pan 7725 C as a way to add more distinction to the livery. This must be maintained throughout all liveries and follow the contours of the car.

4. Car Boot
The boot will be filled following the shape of the car rear boot panel. This area will be filled in with Pan 7725 C and will not display elements of the device on the top surface.
1. **Car Bumper**

All bumpers will display the Dubai Police livery brandmark separately, where Arabic takes the drivers side and English takes the opposite side to the driver. This is an additional design to help identify Police liveries.

2. **Car Front**

The hood design must follow to the bottom most section of the Police livery when possible.

3. **Car Back**

The back of the car in some occasions will display the livery brandmark in the special reflective material.

4. **Car Back (Continued)**

The back of all liveries will display elements of the device. The same system seen for the front, applies to the back when applying the device. The outer most element is a solid stroke and the inner elements consist of a dashed line, always positioned on the drivers side and a dotted line always positioned opposite to the drivers side.

5. **Police URL**

The Police URL and hashtag must appear on all liveries, but will be positioned on the back of the car on the lower part of the bumper, to avoid clutter from other important design elements.
The arrangement of important Dubai Police livery design elements, will differ according to the left and right sides of the livery.

**Car Side Elevations**
The arrangement of the Dubai Police emblem and livery brandmark will change to better fit the space.
Police vehicles must be fitted with special reflective material around emblems and brandmarks.

Reflective Material Considerations
For maximum impact the entire area occupied by the livery brandmark will be backed with reflective material. The same applies for specific design elements on the livery and must follow the material specs as seen below, where the reflective material extends beyond the artwork.

1. Reflective Material Specs
5 mm all around.
Our Livery | Lightweight vehicles
Our Livery | Luxury Cars
Our Livery | Luxury Cars
Our Livery | Motor Bikes
Our Livery | Rescue Vehicle
Our Livery | Rescue Bicycle
Our Livery | Rescue Boat
Our Livery | Rescue Jet Ski
Our Livery | Rescue Squad Ski
9.0

Our Applications

Applications make use of all Dubai Police brand elements in a way that champions the values of the Dubai Police.

Applications are a key communication factor and therefore must present the Dubai Police clearly and consistently.
**Business Card**

All margins with exception of the bottom margin are 5.6 mm. The bottom margin is 8.2 mm in length.

1. **Grid**
   8 x 8 modular grid.

2. **Name**
   Typeface: 29 LT Bukra, Regular 8/12pt

3. **Title**
   Typeface: 29 LT Bukra, Bold 6/12pt

4. **Contact Information**
   Typeface: 29 LT Bukra, Regular 6/8pt

5. **English Type**
   The same type setting rules apply for all information set in English.
Our Applications | Letterheads
A4 Letterhead
All margins with exception of the bottom margin are 12 mm. The bottom margin is 20.4 mm in length.

1. Grid
10 x 14 modular grid with 6pt column gutters.

2. Baseline Grid
6pt.

3. Graphic Device
The bottom part of the device is aligned to the grid right above the last, bottom row.

4. Contact Information
Typeface: 29 LT Bukra, Light 8/10pt for both Arabic and Latin.

5. Continuation Sheet
The continuation sheet will display the graphic device sitting lower on the page to make better use of space.
**DL Envelope**
All margins with exception of the bottom margin are 4.2 mm. The bottom margin is 5.7 mm in length.

1. **Grid**
   10 x 8 modular grid.

2. **Dubai Police Brandmark**
   Use the horizontal version of the primary brandmark.

3. **Window (Optional)**
   A window has been included for official use. In the case it is not needed, it may be removed.

4. **Graphic Device**
   The device adds dynamism to the envelope.

5. **Envelope Flap**
   The envelope flap takes on a circular shape to reflect the nature of the graphic device.

6. **Contact Information**
   Typeface: 29 LT Bukra, Light 8/10pt.
Our Applications | Vertical Posters
Alternative production methods have been devised to house banners in a manner that is not predictable. This gives more importance to the design through better presentation that uplifts the environment.

1. **Illuminated Mounted Banner**
Custom mounted illuminated frames can house banners for a sleek innovative look. This also calls a lot of attention illuminating any banner design.

2. **Seamless Frame Banner**
Thin top and bottom frames can be mounted onto a wall where any banner is fitted with metal or plastic clamps on the top and bottom edges to slide into the frames. This has a clean and smart look that fits on any wall.

3. **Glass Mounted Banner**
A glass mounted banner may also be a modern solution where a glass base is mounted onto any wall. This option however, is more permanent and like the illuminated frame, would need a designated area to be displayed.
شهادة
شرطة دبي ضباطاً وأفراداً - شجاعتهم، رؤيتهم المستقبلية وقدراتهم المتميزة - هم عامل أساسي في تحقيق هذا الهدف من خلال استبقان الأحداث لطمأنة وحماية ودعم مجتمعنا لينعم بالسعادة كل يوم.

June 20, 2017
www.dubaipolice.gov.ae
The Dubai Police website was designed with clarity in mind, opting for a more minimal look to remove all clutter or unnecessary information at first.

1. Dubai Government Brandmark
   Please follow the co-branding guidelines in the Our Brandmark section for lock-up rules.

2. Hero Image
   A hero image takes on the entire background acting as the basis for a parallax backdrop. This image needs to be highly representative of the Dubai Police.

3. Primary Horizontal Brandmark
   Use the primary horizontal version of the brandmark to maximize the use of space.

4. Initial Tabs
   The initial tabs demonstrate possible important information to be viewed first.

5. Main Navigation
   The main navigation is a collapsible navigation that houses all of the important section within the website. It has been organised in this manner to reduce clutter and reflect a more modern look.

This is by no means a final design, rather more of a design suggestion that may help with clarity.
1. **Initial Tabs**
When scrolling, the initial tabs move to the top via a parallax effect where the tabs move at a different speed to that of the image and layout.

2. **Search Field**
A search field seamlessly appears towards the bottom above other important information and services offered through the Dubai Police website.

3. **Special Services**
When scrolling down, the second element we see are the services offered by the Dubai Police. This has been moved down in the efforts to first focus in on the important aspects of the Dubai Police.

This will help drive more attention to the top of the main page for communication purposes.
1. **Main Navigation**
Another alternative for the main navigation is to display important navigation elements at first at the very top of the page. This tab appears in Pan 7479 C to draw more attention.

2. **Expandable Navigation**
The expandable navigation can still display more information if needed.

3. **Content**
Content may be displayed on a new page, accessed from the main page or can appear towards the bottom as a way to lead into other important articles.
1. **Primary Brandmark**
The vertical primary brandmark leads the email signature as it is the most important and authoritative element.

2. **Name / Title**
The name will always appear in Arabic first and will always be larger than the title of the officer.

3. **Information**
Contact number and Dubai Police website URL.

4. **Social Media Icons**
Along with the contact information the social media icons can appear to the left.
Our Applications | Mobile App
Our Applications | Sport Kit
Our Applications | Sport Kit
Finishings demonstrate the flexibility of the Dubai police brandmark where the Dubai Police brandmark will live on different materials.

10.0
Our Finishing
A variety of materials can be used in harmony with the brand. These vary from stitching details to foiling techniques.

1. Foil
2. Blind Deboss
3. Stitching
4. Chrome Badging
5. Hot Stamp
6. Blind Emboss

Note:
The following finishes have not been tested and will require extra attention when reproducing the displayed finishes.
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